

City of Lincoln Strategic Planning Retreat

Friday, March 6, 2015

Demographic Profile

City of Lincoln Demographics

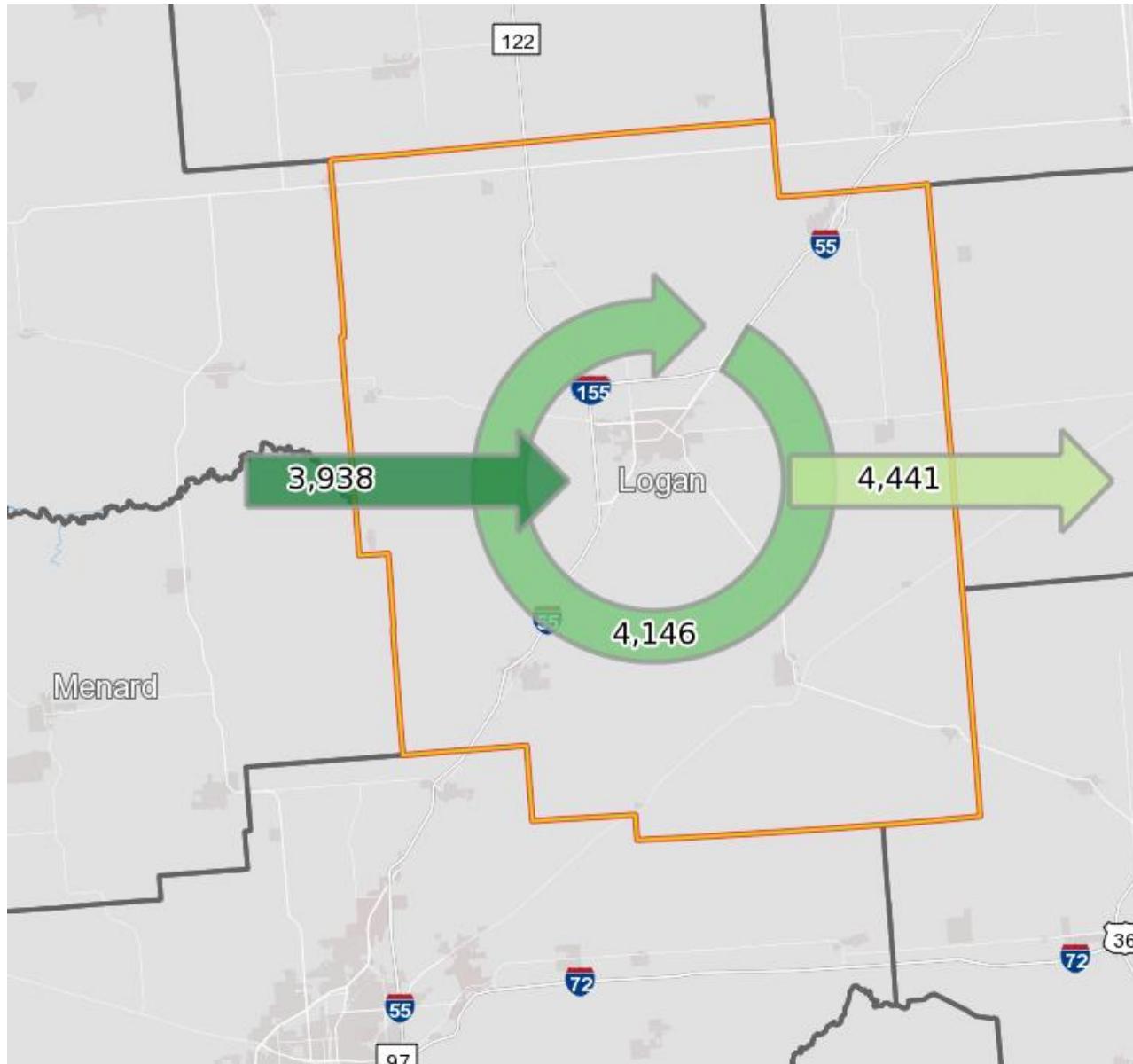
	2000			2010			
	#	%		#	%		% Change
Total population	14,504	100%		14,323	100%		-1.2
35 to 44 years	1,543	11%		1,284	9%		-16.8
60 to 64 years	791	5%		933	7%		18.0
White	13,721	95%		13,299	93%		-3.1
Black or African American	696	4.8%		820	6%		17.8
Hispanic or Latino (of any race)	336	2%		179	1%		-46.7

	2000		2009-2013 est.		
MEDIAN HOUSEHOLD INCOME	\$		\$		% Change
Lincoln	\$	34,435	\$	38,871	12.9
Illinois	\$	46,590	\$	56,797	21.9

Source: 2010 Census and 2009-2013 American Community Survey 5-Year Estimates

Comparisons

PEOPLE	LINCOLN	SPRINGFIELD	PEORIA	DECATUR	CHAMPAIGN	URBANA	BLOOMINGTON	NORMAL	ILLINOIS
Population, percent change - April 1, 2010 (estimates base) to July 1, 2013, (V2013)	-1.5	0.6	1.3	-1.8	2.9	0.7	3	4.1	0.4
Persons 65 years and over, percent, April 1, 2010	17.6	14.3	13.1	16.9	7.6	8.7	10	8.2	12.5
White alone, percent, April 1, 2010 (a)	92.9	75.8	62.4	71.6	67.8	60.4	77.5	85.1	71.5
Bachelor's degree or higher, percent of persons age 25 years+, 2009-2013	18.4	34.1	32.7	20.4	49.4	55.3	45.7	49.4	31.4
In civilian labor force, total, percent of population age 16 years+, 2009-2013	59.4	65.4	63.7	60.1	63.3	59.8	71.3	67.5	66.2
Median household income (in 2013 dollars), 2009-2013	\$38,871	\$49,317	\$45,270	\$39,514	\$40,884	\$29,879	\$61,664	\$53,720	\$56,797
Median value of owner-occupied housing units, 2009-2013	\$90,700	\$116,900	\$122,100	\$81,800	\$149,500	\$149,600	\$161,000	\$160,100	\$182,300
Median selected monthly owner costs -with a mortgage, 2009-2013	956	1,162	1,190	960	1,328	1,263	1,435	1,447	1,701
Persons without health insurance, under age 65 years, percent	11.1	12.4	13.8	16	11.5	9.6	9.8	6.8	14.5
Total retail sales per capita, 2007 (c)	\$16,817	\$20,214	\$16,665	\$14,608	\$17,203	\$11,388	\$17,908	\$12,380	\$12,947



Inflow/Outflow Job Counts in 2011



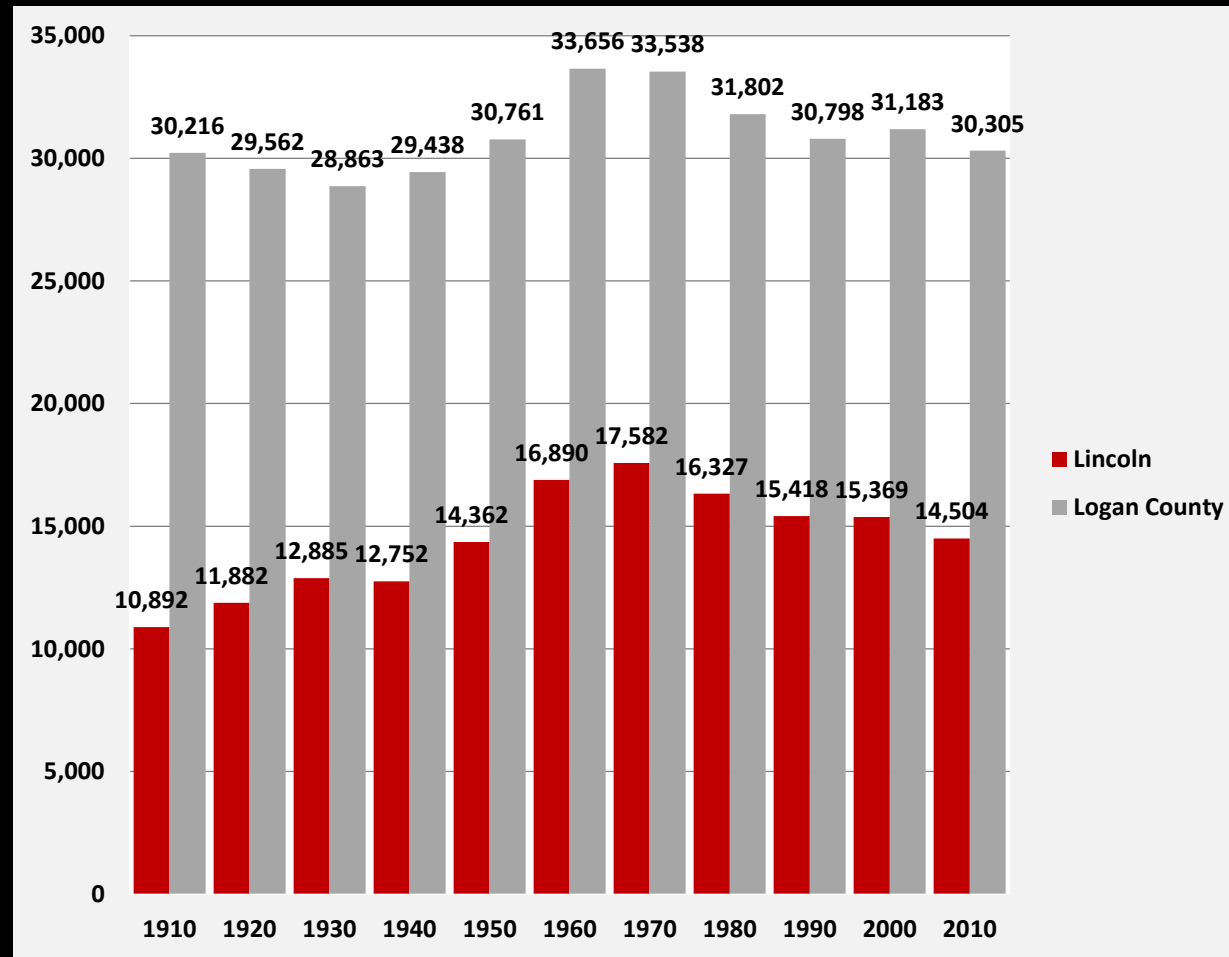
Lincoln and Logan County – Where (and who) we are demographically

Keith Snyder

Lincoln City Council Strategic Planning

March 2015

Lincoln/Logan County Demographic Trends – Population over past 100 years (Source: Census data)



30-Year Change: Lincoln from 1980 to 2010

(Source: Census data)

	<u>1980</u>	<u>2010</u>	<u>% Change</u>
Overall Population	16,327	14,504	-11.17%
Male	7,666	6,948	-9.37%
Female	8,661	7,556	-12.76%
Median Age	31.5	38.0	20.63%
Age 19 & below	4,790	3,815	-20.35%
Age 80 & above	675	933	38.22%

10-Year Change: Lincoln from 2000 to 2010

(Source: Census data)

<u>Industry</u>	<u>2000</u>	<u>2010</u>	<u>Change</u>	
Agriculture	1.1%	1.1%	0.0%	
Construction	4.9%	5.7%	0.8%	
Manufacturing	15.6%	12.8%	-2.8%	
Wholesale	1.2%	3.3%	2.1%	
Retail	11.5%	10.9%	-0.6%	
Transportation & Warehousing	4.0%	5.9%	1.9%	
Information	2.0%	2.2%	0.2%	
Finance, Insurance	5.0%	7.7%	2.7%	
Professional, Scientific	3.2%	11.0%	7.8%	
Education	27.6%	22.1%	-5.5%	
Arts, Entertainment	8.1%	8.7%	0.6%	
Public Administration	10.3%	3.9%	-6.4%	
Other	5.6%	4.8%	-0.8%	
Private Pay	75.2%	82.0%	6.8%	
Government Workers	19.8%	12.9%	-6.9%	
Self-Employed	4.7%	5.0%	0.3%	
<u>Median Household Income</u>	<u>2000</u>	<u>2010</u>	<u>% Change</u>	<u>AGR</u>
Lincoln	\$34,435	\$39,826	15.66%	1.42%
Illinois	\$46,435	\$56,576	21.84%	1.99%

Lincoln compared to drive-to communities – 10-Yr. Pop. Change

(Source: Census data)

	<u>2000 Pop.</u>	<u>2010 Pop.</u>	<u>Change</u>	<u>% Change</u>
Champaign-Urbana	104,069	122,295	18,226	17.51%
Bloomington-Normal	110,383	129,107	18,724	16.96%
Springfield	112,201	116,250	4,049	3.61%
Peoria	112,892	115,007	2,115	1.87%
Lincoln	15,369	14,504	-865	-5.63%
Decatur	82,113	76,122	-5,991	-7.30%

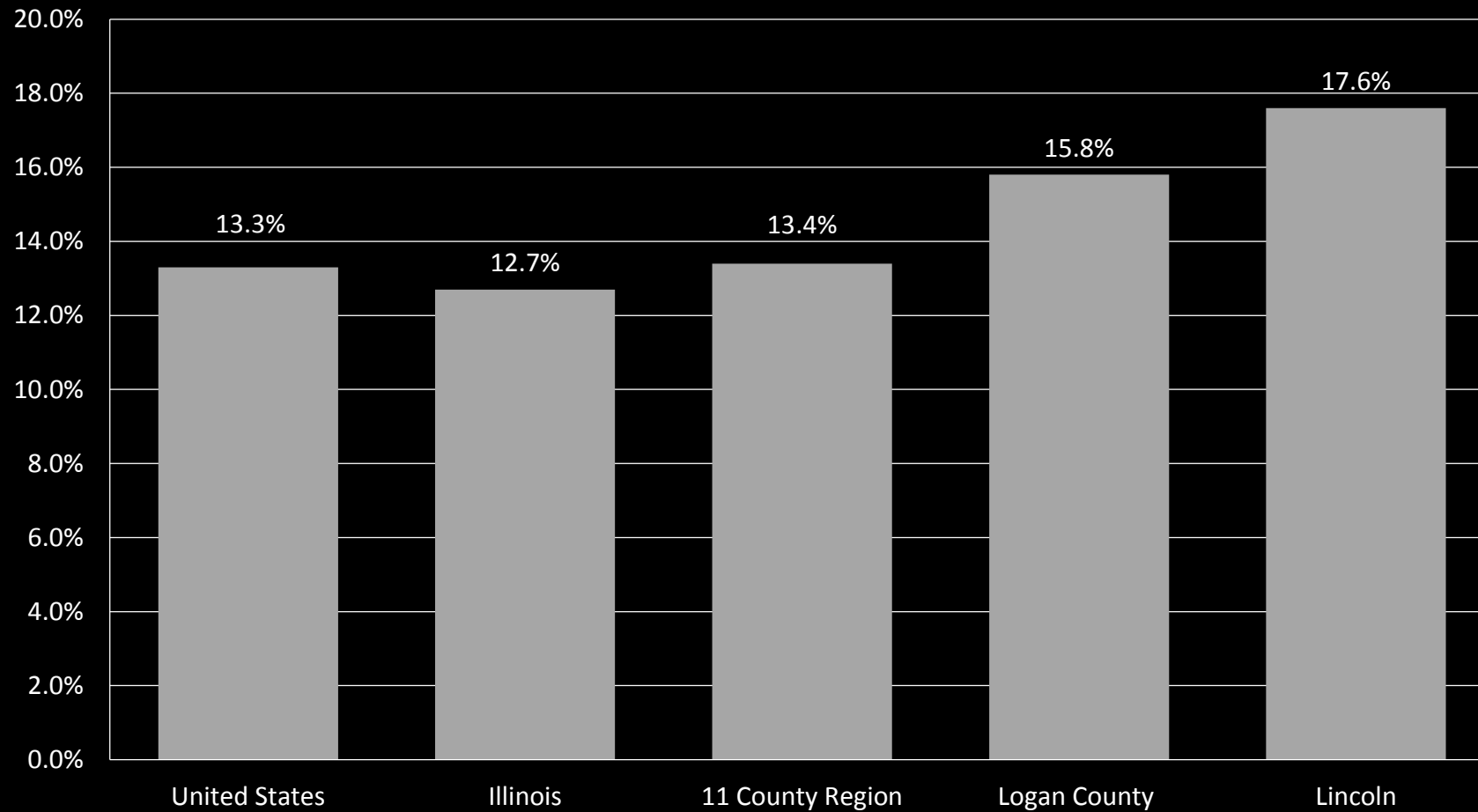
Logan County compared to 11-county economic region – Population change

(Source: Census data)

<u>Area</u>	<u>1990 Pop.</u>	<u>2000 Pop.</u>	<u>2010 Pop.</u>	<u>Change (2000-2010)</u>	<u>% Change (2000-2010)</u>
McLean County	129,180	150,433	169,572	19,139	12.72%
Champaign County	173,025	179,669	201,081	21,412	11.92%
Tazewell County	123,692	128,485	135,394	6,909	5.38%
Sangamon County	178,386	188,951	197,465	8,514	4.51%
Piatt County	15,548	16,365	16,729	364	2.22%
Menard County	11,164	12,486	12,705	219	1.75%
Peoria County	182,827	183,433	186,494	3,061	1.67%
DeWitt County	16,516	16,798	16,561	-237	-1.41%
Logan County	30,798	31,183	30,305	-878	-2.82%
Macon County	117,206	114,706	110,768	-3,938	-3.43%
Mason County	16,269	16,038	14,666	-1,372	-8.55%
11-county area	994,611	1,038,547	1,091,740	53,193	5.12%
State of Illinois	11,440,602	12,419,293	12,830,632	411,339	3.31%

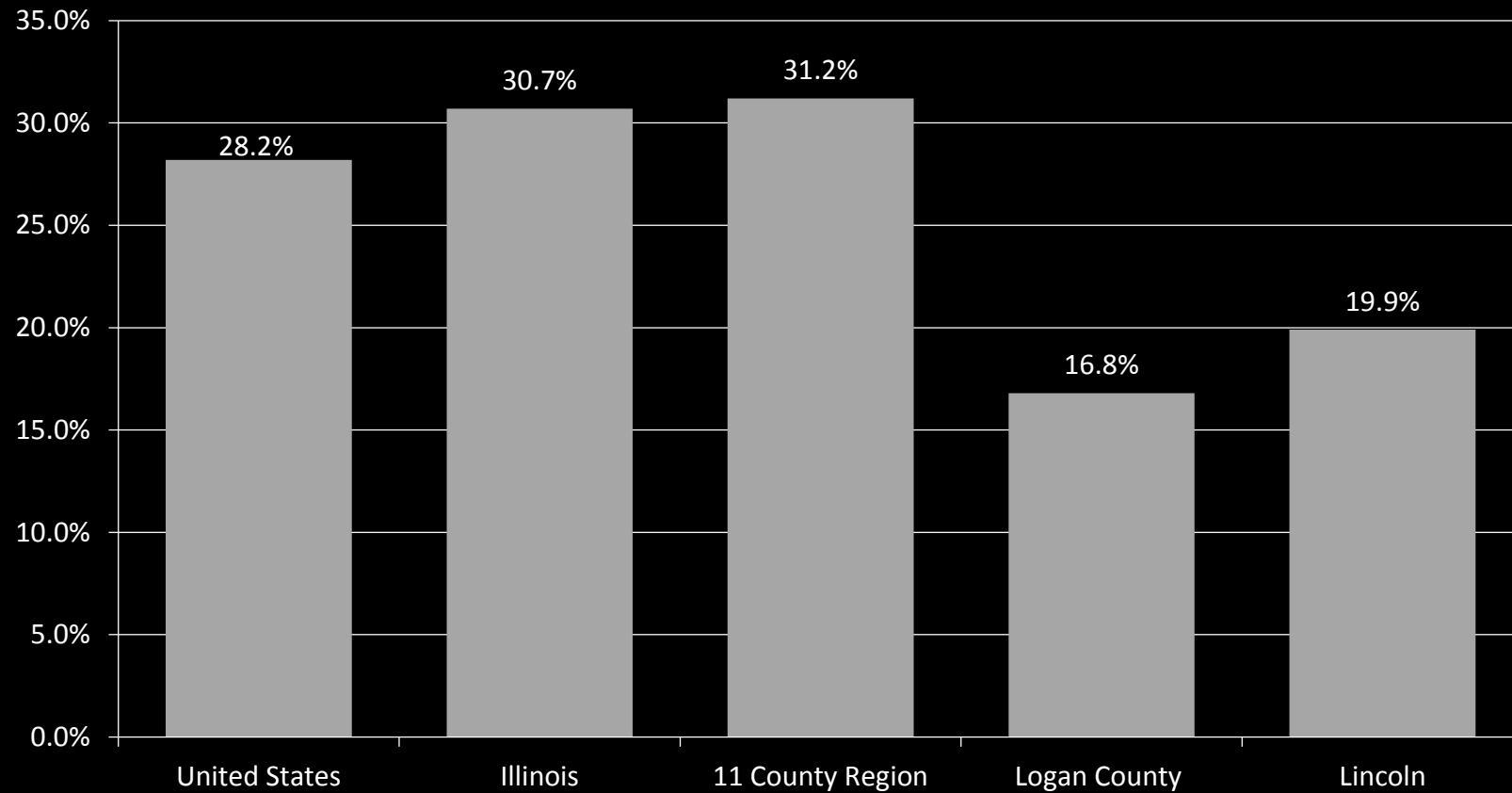
Percentage of Population Aged 65+

Source: 2010 Census



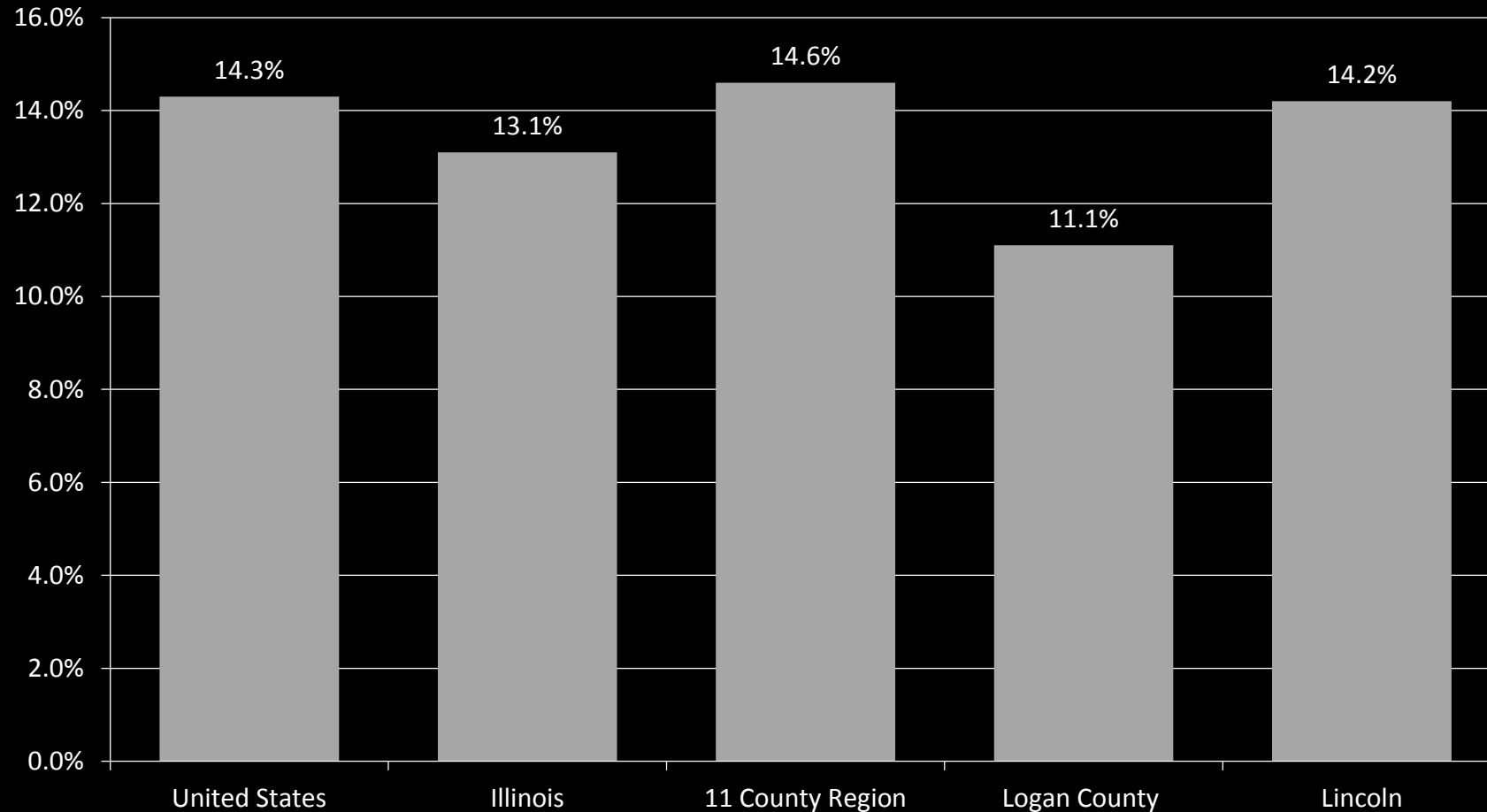
Percentage of Population Age 25+ with a Bachelor's Degree or higher

(Source: 2010 Census)



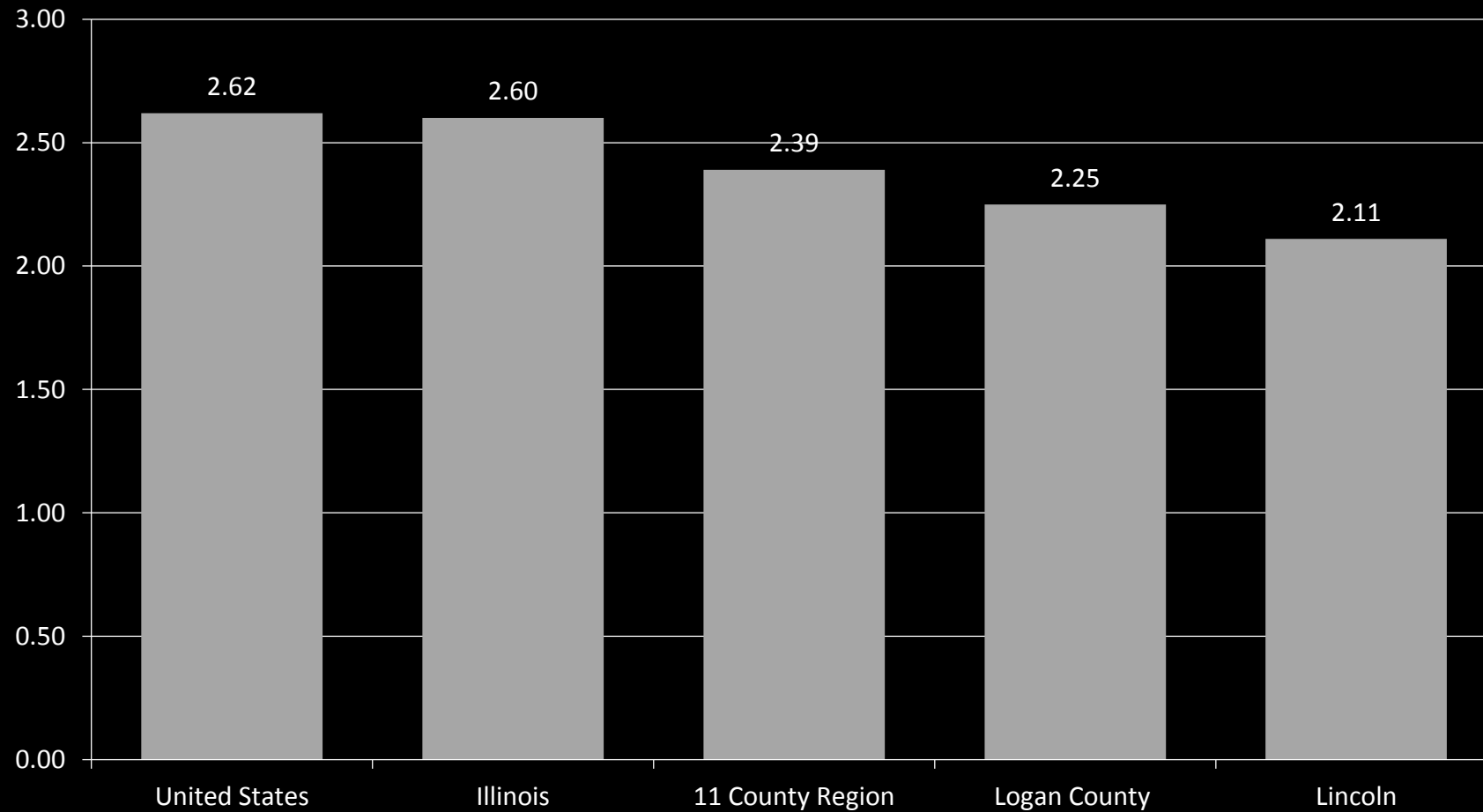
Percentage of Population Below the Poverty Level

(Source: 2010 Census)



Average Number of Persons per Household

(Source: 2010 Census)



ERSI Tapestry: Population Segmentation

The nine segments found within a 3 mi. radius of Lincoln (2014):

- Heartland Communities (29%) – “Few college grads; cherish their modest homes and care for their gardens”
- Midlife Constants (23%) – “Transitioning from child-rearing to retirement”
- Rustbelt Traditions (19%) – “Stick close to home; not tempted by fads”
- Old and Newcomers (14%) – “Transitional; either starting careers or retiring; >60% are renters”
- Hardscrabble Road (6%) – “1 in 3 have incomes below poverty; unemployment is twice national average; struggling to get by”
- Traditional Living (6%) – “Settled neighborhoods in Midwest; cost conscious; loyal to brands”
- In Style (3%) – “Professional couples; live in affluent neighborhoods”
- Prairie Living (1%) – “Live on family properties in Midwest”
- Salt of the Earth (1%) – “Settled, traditional, hard-working, reliant”

ERSI Tapestry: Population Life Groups

Logan County's nine most common segments fit in only four "Life Mode" Groups:

GenXurban (44%) – Midlife Constants, Rustbelt Traditions, & In Style

Cozy Country Living (31%) – Heartland Communities, Prairie Living, & Salt of the Earth

Middle Ground (20%) – Old and Newcomers & Hardscrabble Road

Hometown (6%) – Traditional Living

Who is Lincoln demographically?

We're smaller – our population peaked 40 years ago and our households are smaller than our county, region, state, and nation.

We're older – our median age grew 20% in last 10 years and we have more seniors (as a percentage) than our county, region, state, and nation.

We're less well-resourced – our household income is growing slower than the State and our poverty is above the county and the state.

We're less well-educated – we have a smaller proportion of college degrees than does our region, state, and nation.

And our consumer behavior tends to reflect all these facts.

Challenges abound... But so do opportunities!

Bonus: What the “kids” want

(2013 survey of those 30 & under in Peoria County)

Most desirable thing in a neighborhood?

1. Safety (39.8%)
2. Character (20.5%)
3. Affordability (15.9%)
4. Access to services (12.5%)
5. Schools (11.4%)

Most desirable entertainment:

1. Food (43.7%)
2. Cultural events (26.4%)
3. Performing arts (14.9%)
4. Sporting events (10.3%)
5. Night life (4.6%)

What the “kids” want, continued

Most desirable physical activity?

1. Individual sports & outdoor activities (32.6%)
2. Gym membership (27%)
3. Daily commute thru walking/biking (20.2%)
4. Studio classes (12.4%)
5. Organized group sports (7.9%)

Is the Central Illinois lifestyle conducive to physical health? No 56.8%, Yes 43.2%

Is the Central Illinois lifestyle conducive to mental health & well being? Yes 67%, No 33%

What the “kids” want, continued

Does Central Illinois support innovation and creativity?

No 47.1%, Yes 46%

Does Central Illinois support small business and business development? Yes 43%,
No 42%

How up-to-date is Central Illinois for the following? (percentage who responded
“Not up-to-date” for each)

Trends & Fashion 62.7%

Entertainment 59.8%

Social Equality 40.6%

Technology 35.3%

Bonus #2: The “State” of Illinois

Moody’s Analytics predicted that Illinois’ 2014 job growth would rank 50th among the states:

North Dakota	3.57%	Pennsylvania	1.31%
Arizona	3.08%	New Mexico	1.25%
Texas	2.75%	New Hampshire	1.25%
Colorado	2.67%	Tennessee	1.23%
Florida	2.34%	Massachusetts	1.16%
Georgia	2.18%	Alaska	1.15%
South Carolina	2.14%	New York	1.12%
Oregon	2.14%	Vermont	1.11%
Idaho	2.05%	Maine	1.02%
Utah	1.98%	Illinois	0.98%

That 0.98% increase means payroll jobs will only increase by 57,000 for the entire State this year.

The “State” of Illinois, continued...

Moody’s Analytics to State Economic Outlook to the Commission on Government Forecasting and Accountability (COGFA) in January 2015:

“Longer term, Illinois has a lot of what businesses need to thrive: talent, access to customers and capital, transportation, but painful fiscal reforms are needed before it can fully capitalize on these strengths. To be a solid performer longer term, the state must navigate its fiscal challenges without doing lasting damage to its business climate. The state’s demographics present it with another challenge, as an aging population coupled with a trend toward fewer workers hampers job and income gains, which are forecast to be below average over the extended forecast horizon.”

The “State” of Illinois, continued...

Moody’s Analytics State Economic Outlook, con’t.

“The Moody’s Analytics business cycle tracker, which combines employment, factory output, homebuilding and house prices into a single indicator, *is up less for Illinois than any other Midwest state* over the last five years. *Illinois is the only state in the region without a metro area in the expansion phase of the business cycle.* Illinois also has three metro areas whose recoveries are at risk of coming undone (Bloomington, Danville, Springfield) and is home to the Midwest’s only metro area in recession (Decatur).”

The “State” of Illinois, continued...

Of the Midwestern states, only Michigan has a higher unemployment rate than Illinois. The Midwest regional rate is 5.2%. Illinois' is 6.2% and Michigan's is 6.3%

ALEC: Illinois ranked 47th in economic performance (backwards) and ranks 48th in economic outlook (forwards).

Brookings Tax Policy Center: Illinois has 2nd highest property taxes in nation (after NJ) when compared to home value.

The “State” of Illinois, continued...

The Brookings Institution:

- Illinois is “badly leaking people.”
- Net loss of 94,956 people last year.
- Allied Van Lines – IL is #1 outbound state with 1,372 net outbound moves.
- Three states attracting most IL residents: Texas, Florida, and California.
- Fastest growing state? North Dakota

Satisfaction Survey

755

Total Responses

Date Created: Monday, February 03, 2014

Complete Response Rate: 98% - 44%

Average Complete Response Rate: 63%

**In the past year, how often have you visited
the city's website at www.lincolnil.gov?**

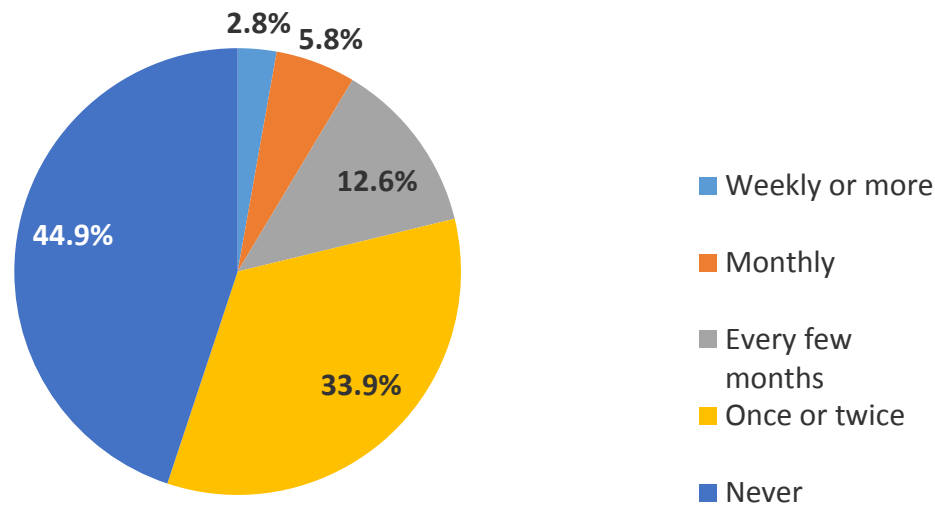
Most Responses (98%)

**What is the nearest intersection to
where you live?**

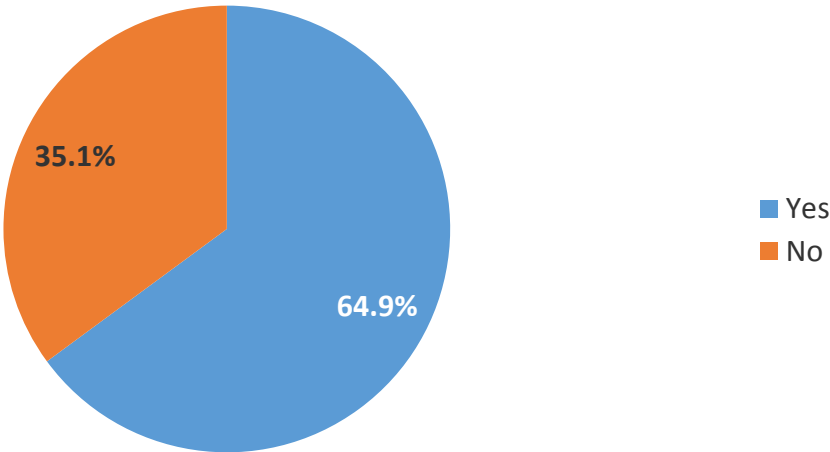
Least Responses (44%)

Communication

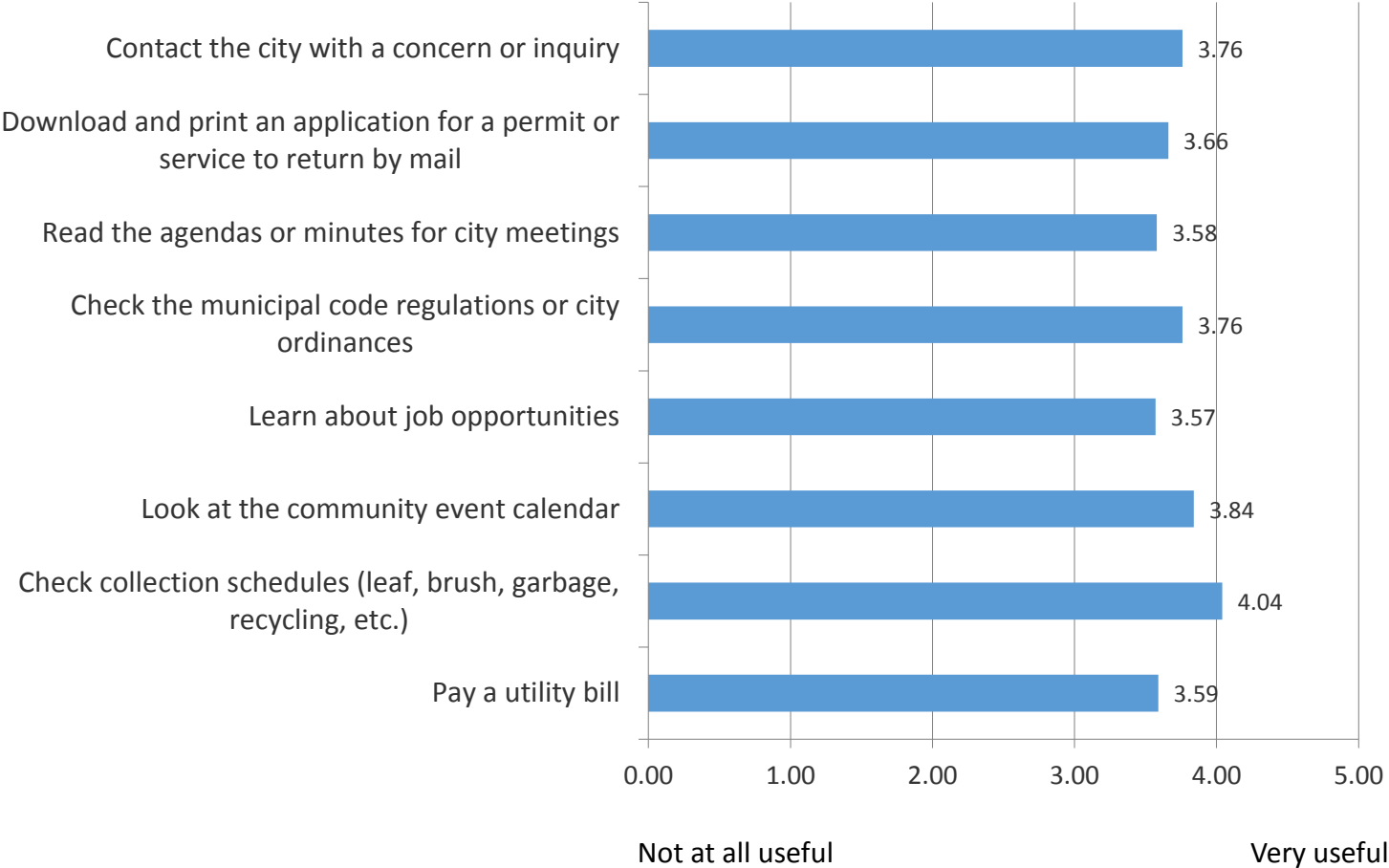
Q1: In the past year, how often have you visited the city’s website at www.lincolnil.gov?



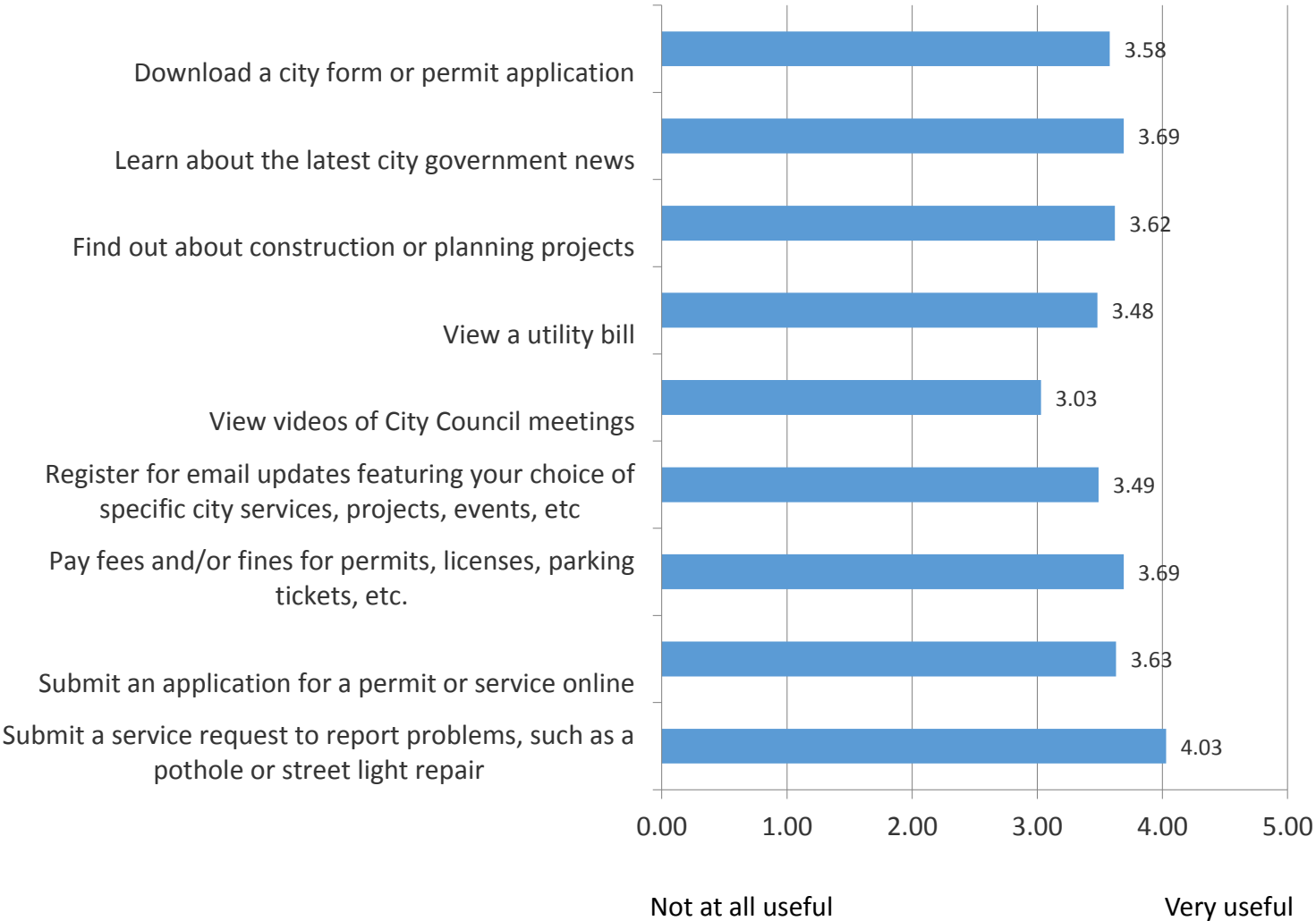
Q2: When you visited the City of Lincoln’s website, did you find what you were looking for?



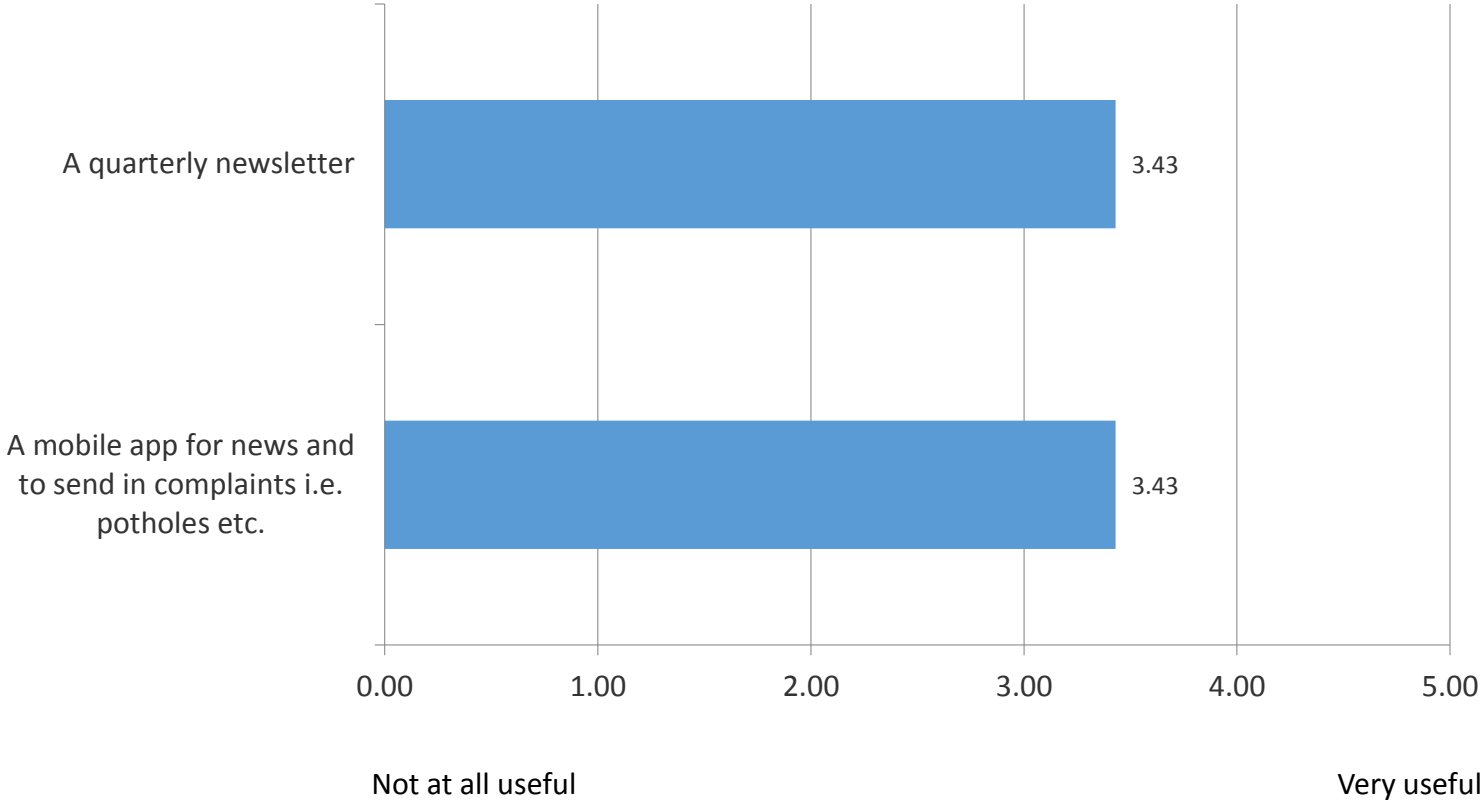
Q3: The City of Lincoln currently offers the following information and services on the website. Please indicate how useful it is for the city to offer the information and services on the website.



Q4: Please rate how likely you would be to use the following services if they were provided on the City of Lincoln’s website?

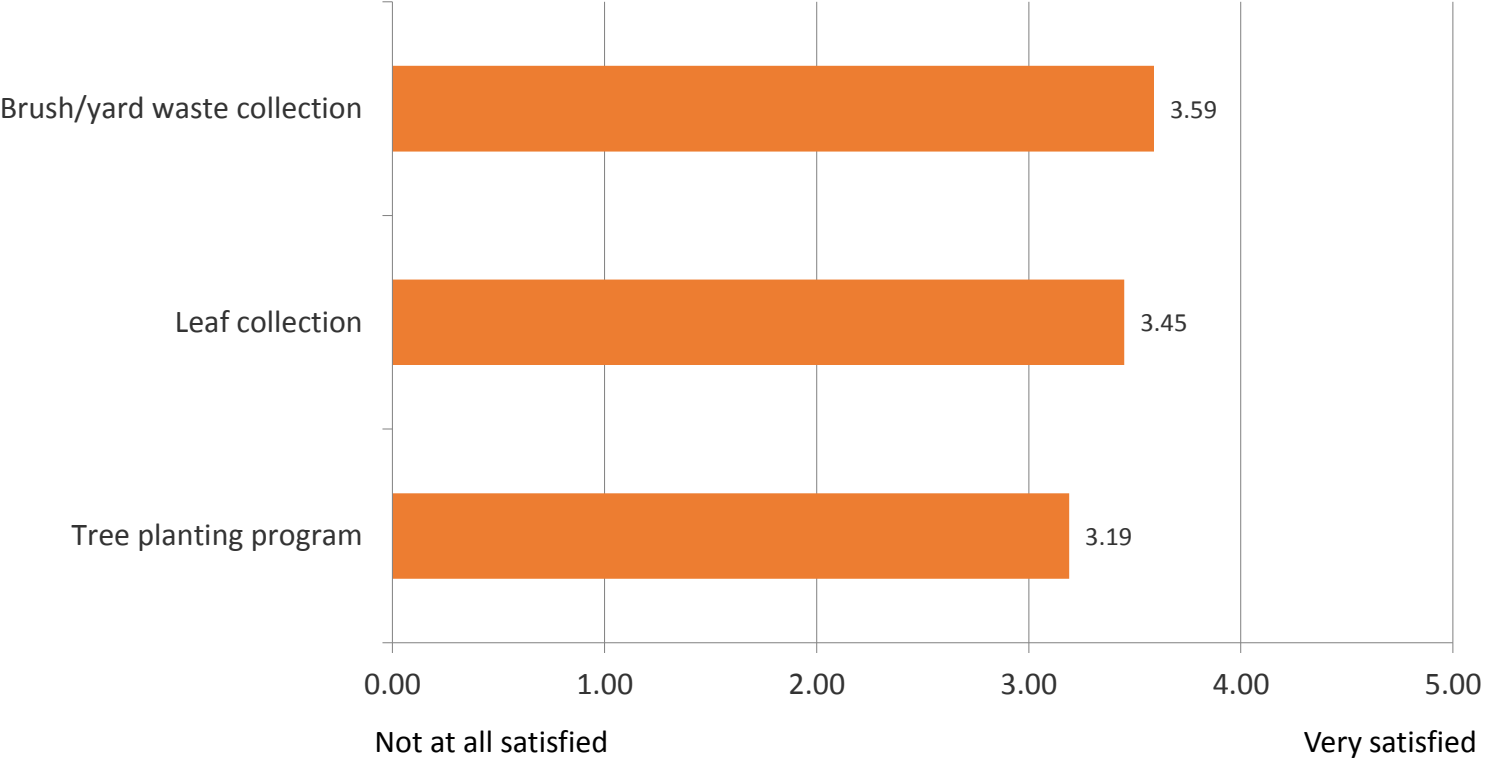


Q5: How useful would the following new community communication tools be to you?



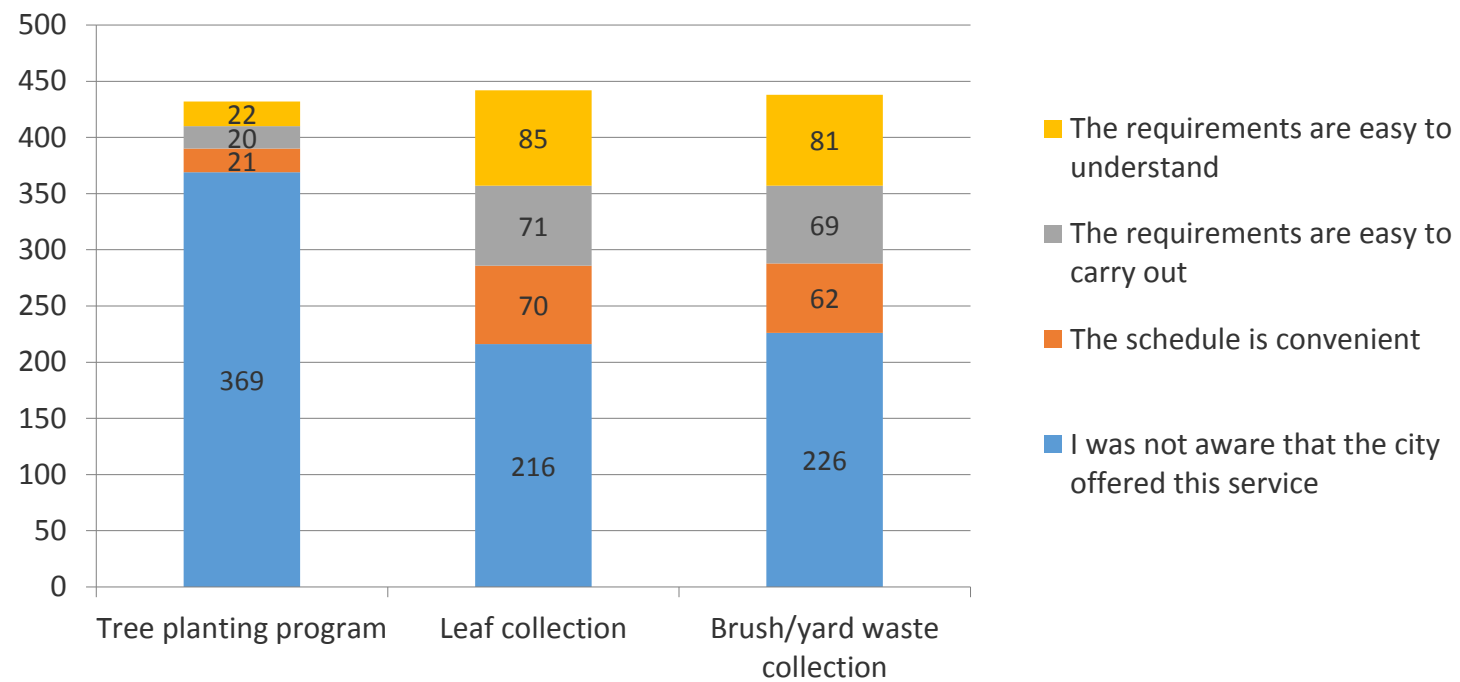
City Services

Q6: If you have received any of the following services during the past year, please indicate how satisfied you were with the service you received.



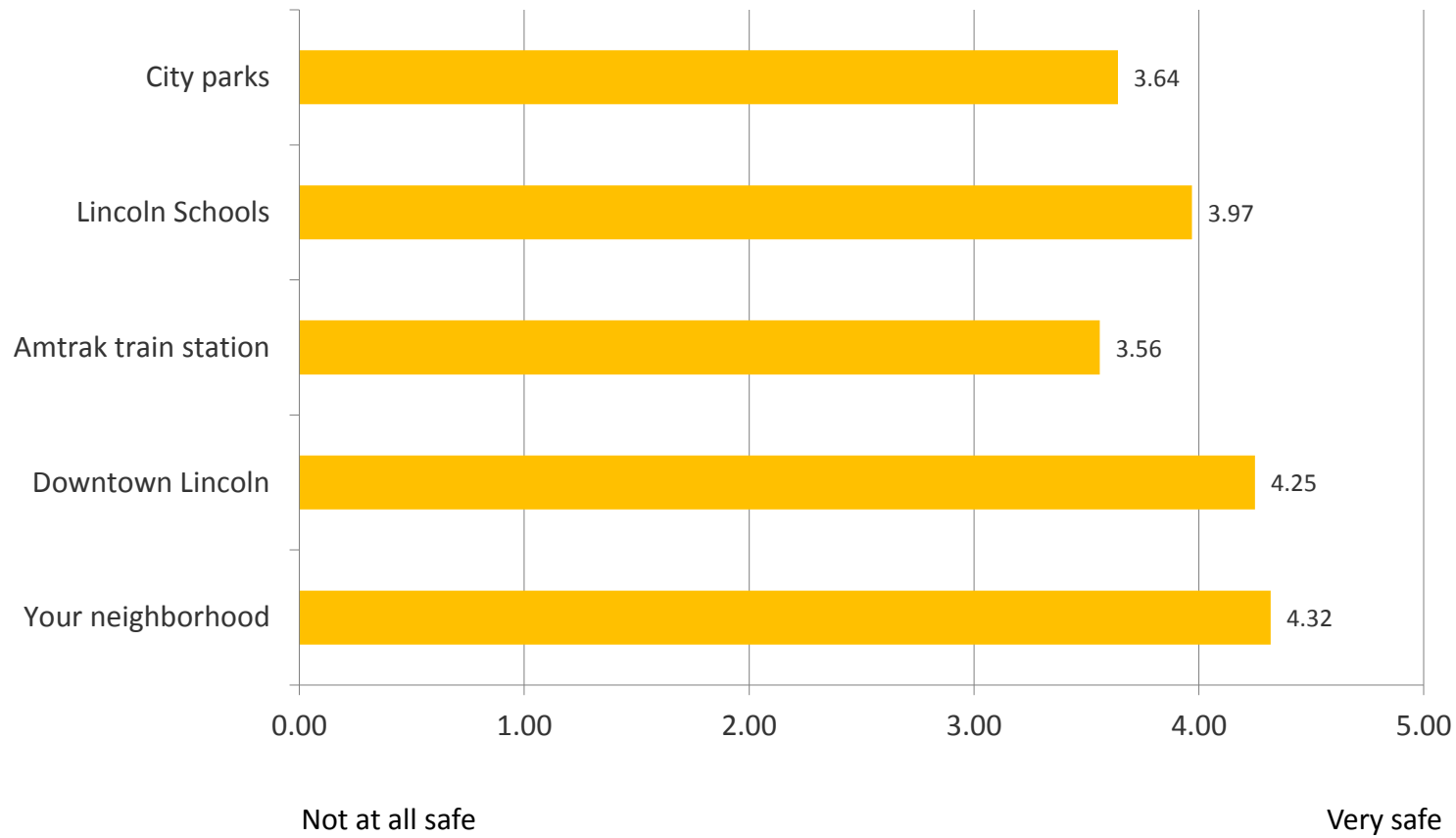
Service	N/A I have not received this service
Tree planting program	81%
Leaf collection	70%
Brush/yard waste collection	70%

Q7: Please tell us about your experience with the programs and services provided by the City of Lincoln.

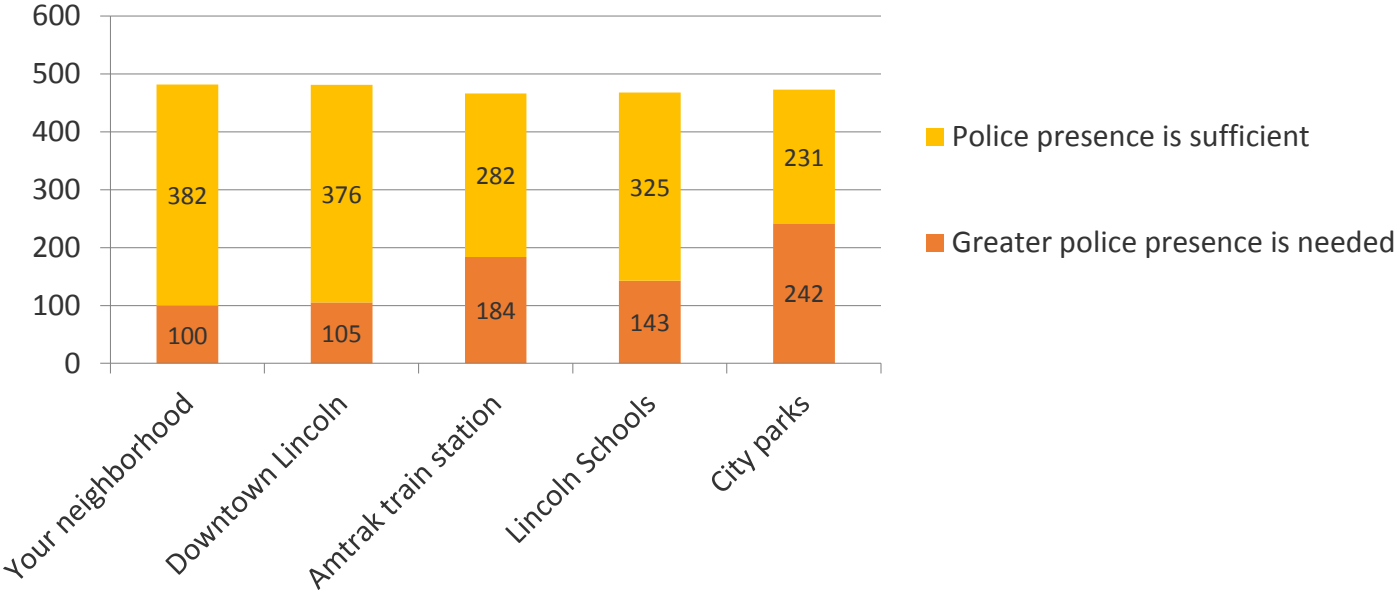


Public Safety

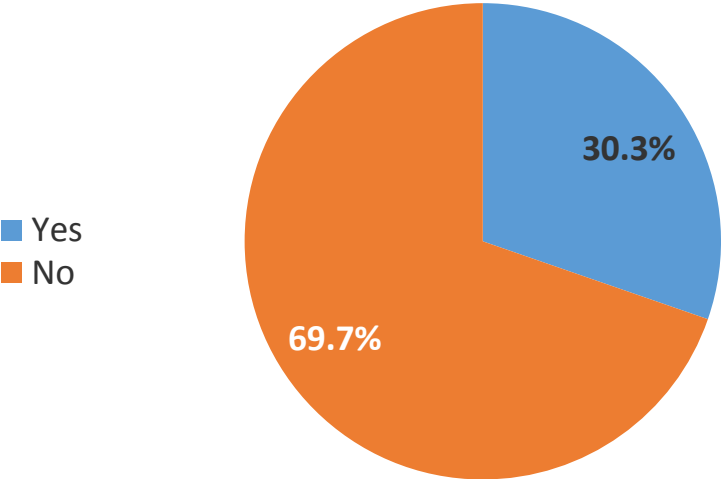
Q8: How safe do you feel in the following areas of Lincoln?



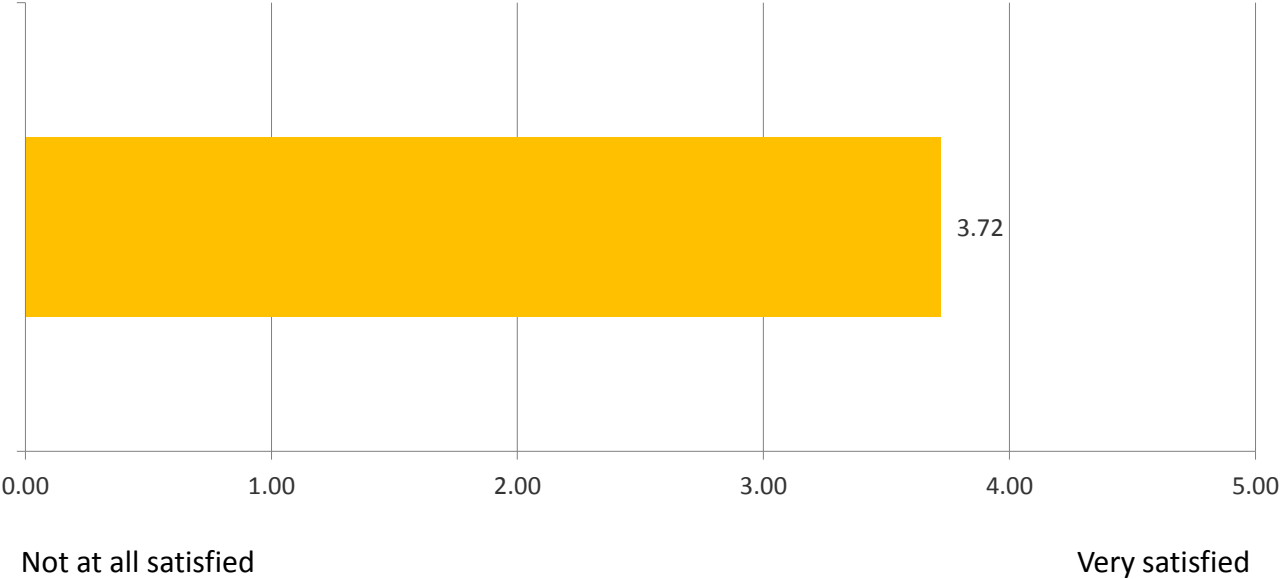
Q9: Please indicate if you think the current police presence in the following areas is sufficient or if you believe a greater police presence is needed.



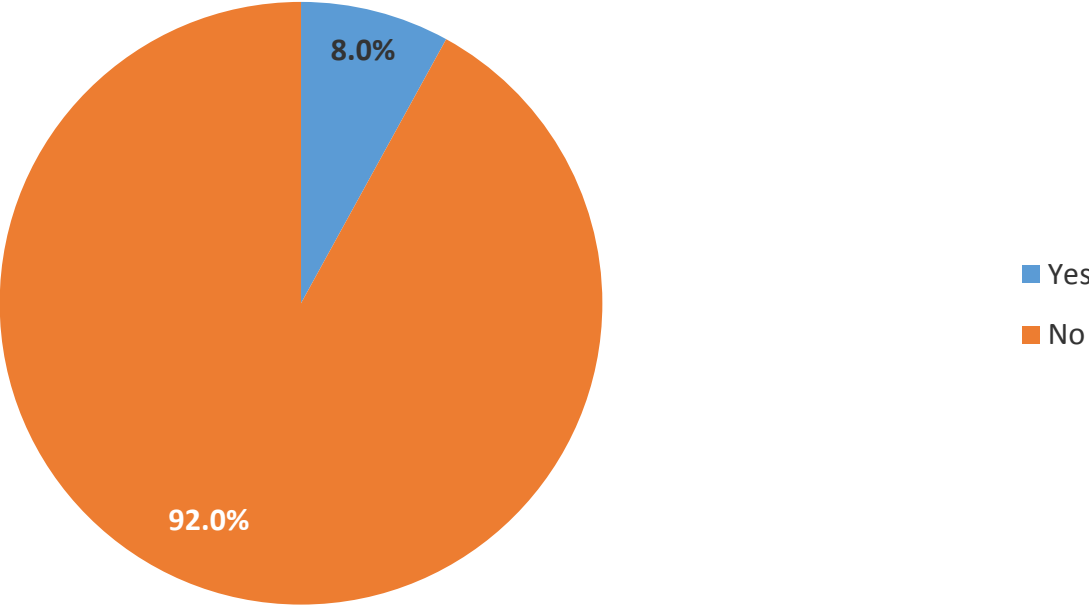
Q10: Have you received service from the police in the past year?



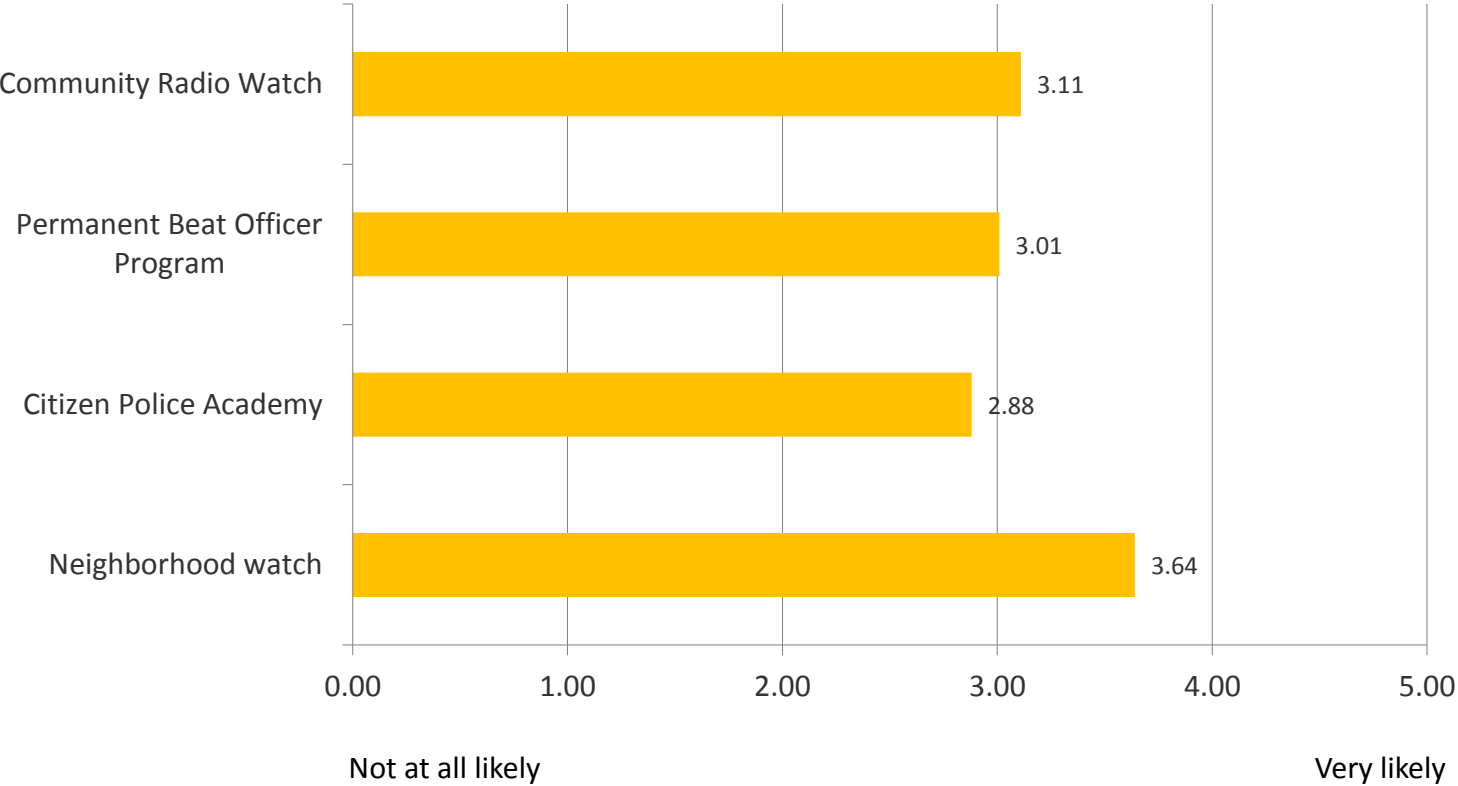
Q11: If you have received a service in the past year, how would you rate your satisfaction with the service you received?



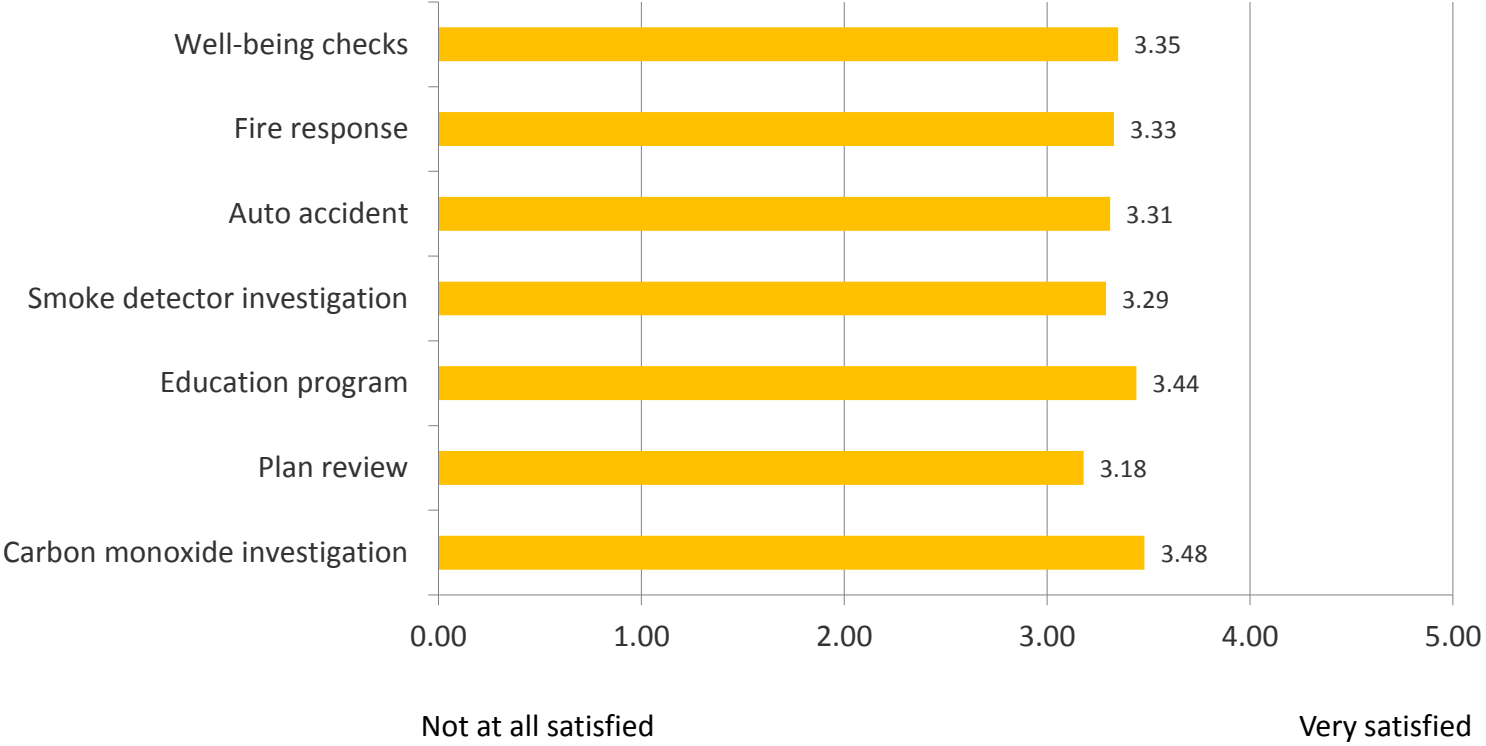
Q12: Have you used the Police Department's section on the City of Lincoln's website?



Q13: Please rate how likely you would be to use the following services if they were provided by the Police Department.

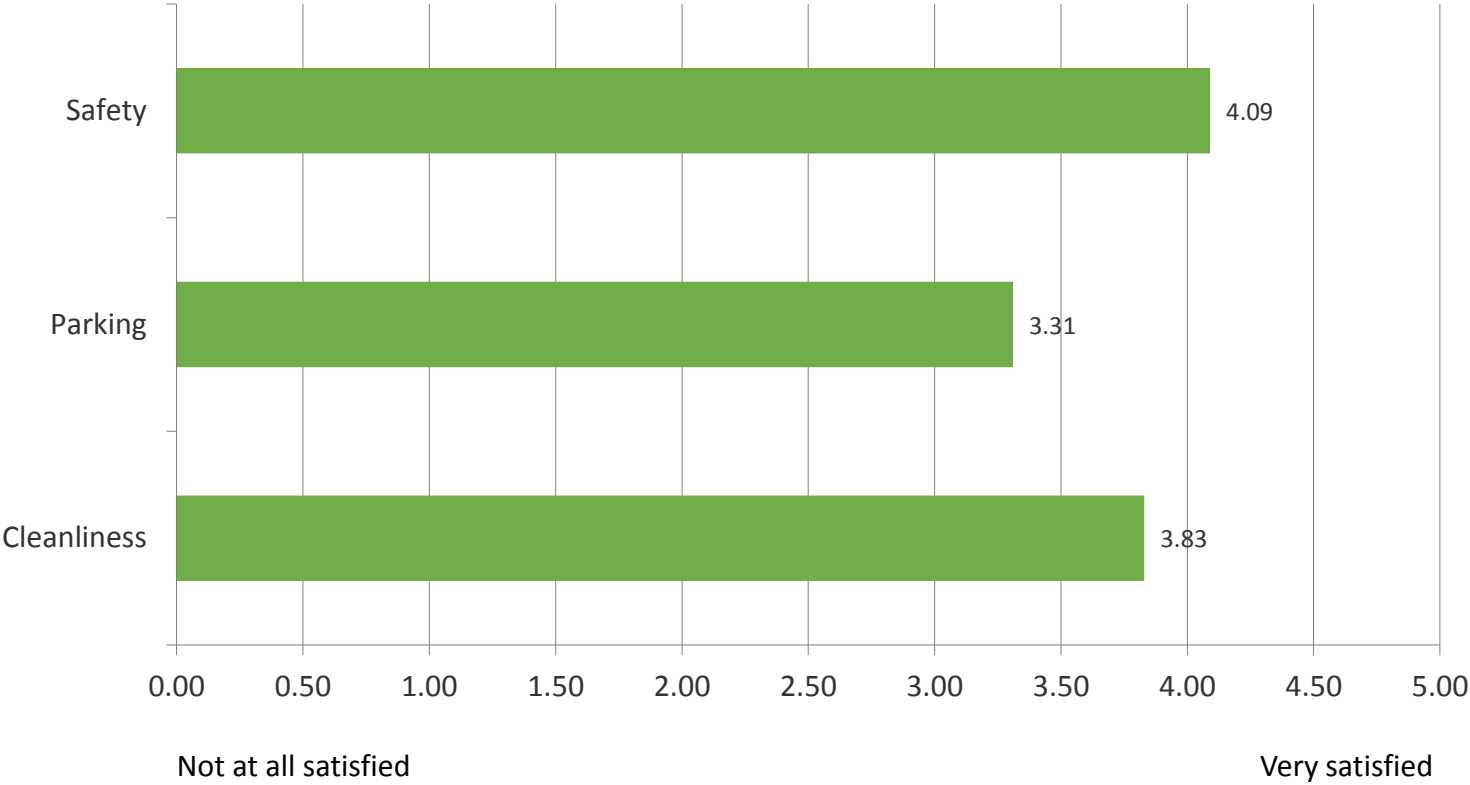


Q14: If you have received any of the following Fire Department services during the past year, please indicate how satisfied you were with the services you received.

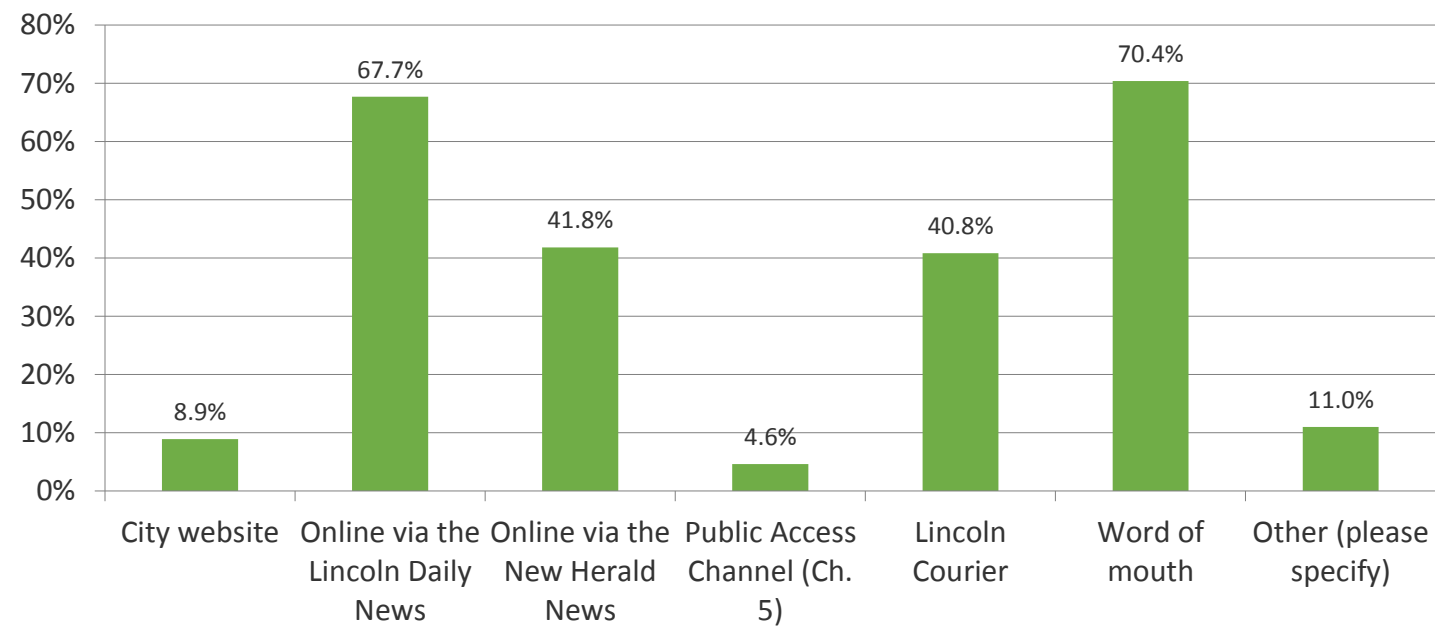


Special Events

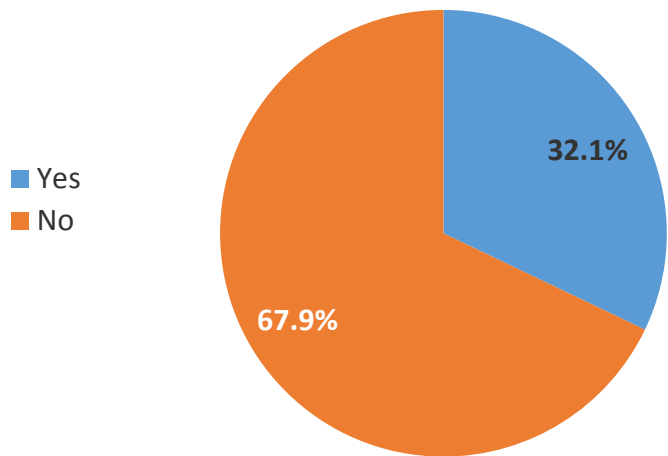
Q15: If you have attended a city event in the past 12 months, please indicate your level of satisfaction in the following areas as pertains to special events.



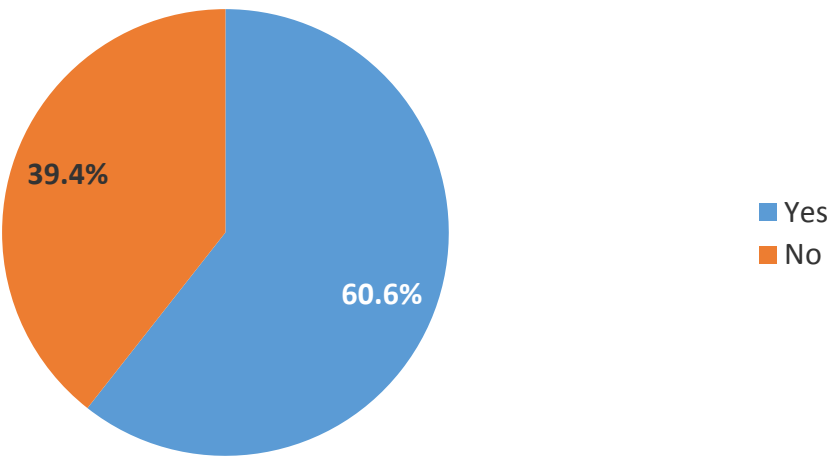
Q16: How do you learn about special events sponsored by the City of Lincoln? (Check all that apply)



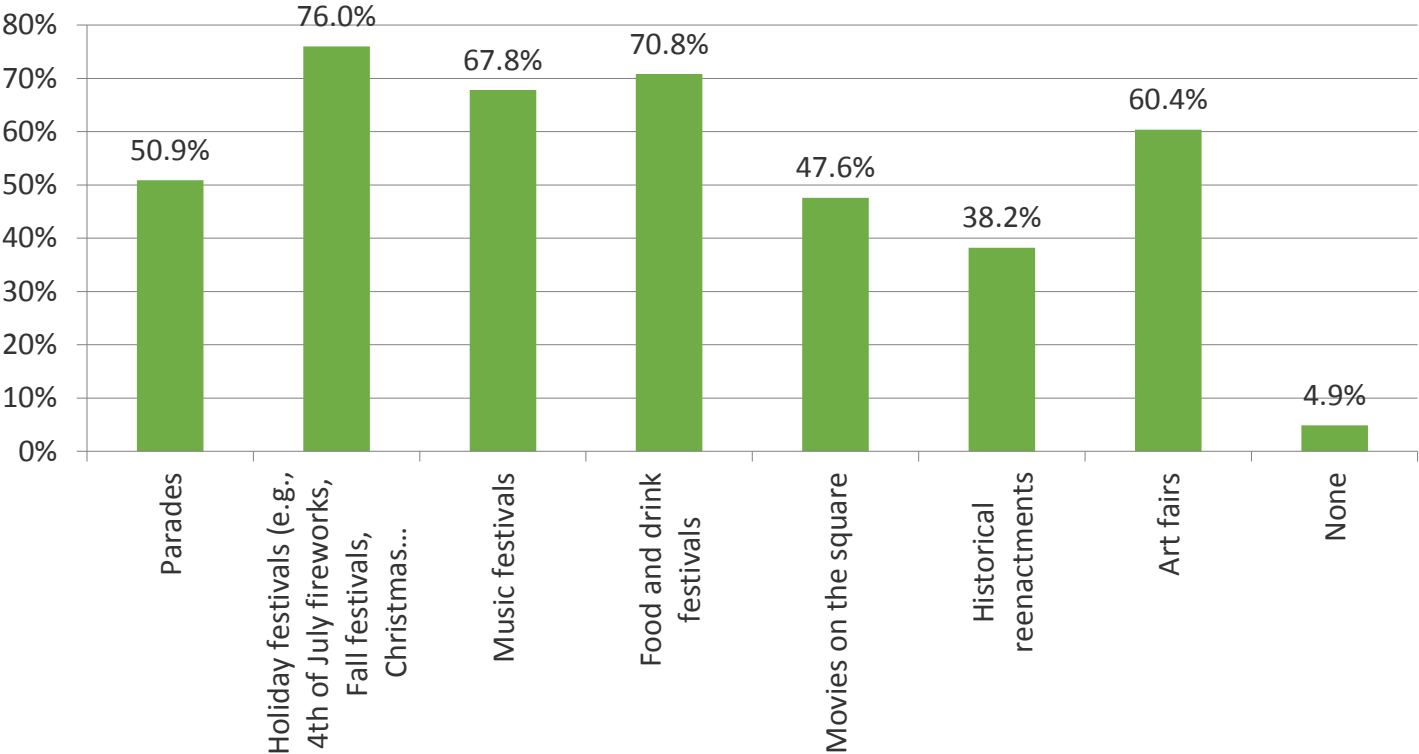
Q17: Is your residence or place of employment impacted by a special event?



Q18: If yes, is the city attentive to your needs and concerns surrounding the special event?

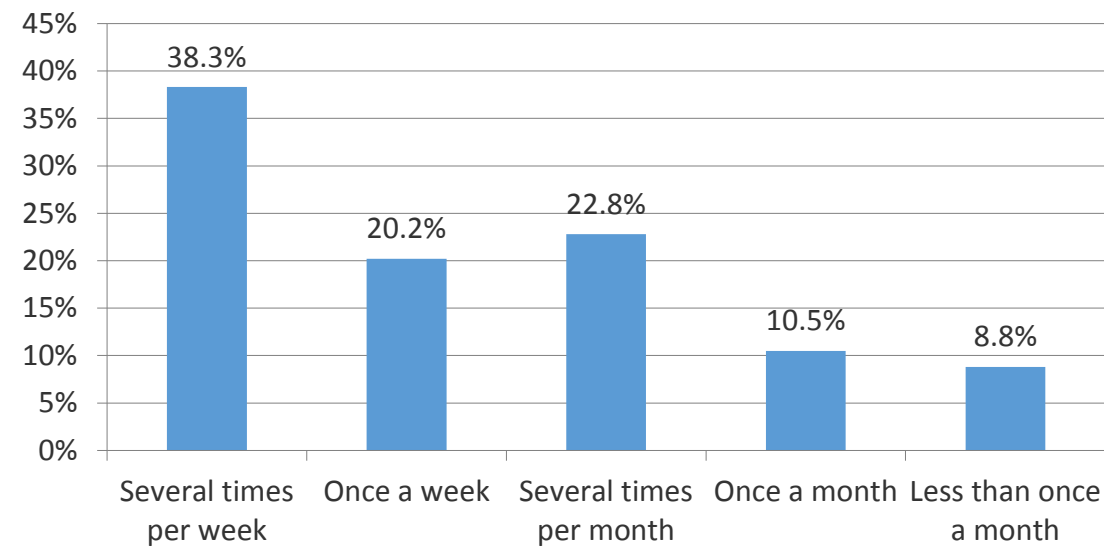


Q19: What types of events would you attend if they were held in Lincoln? (Check all that apply)

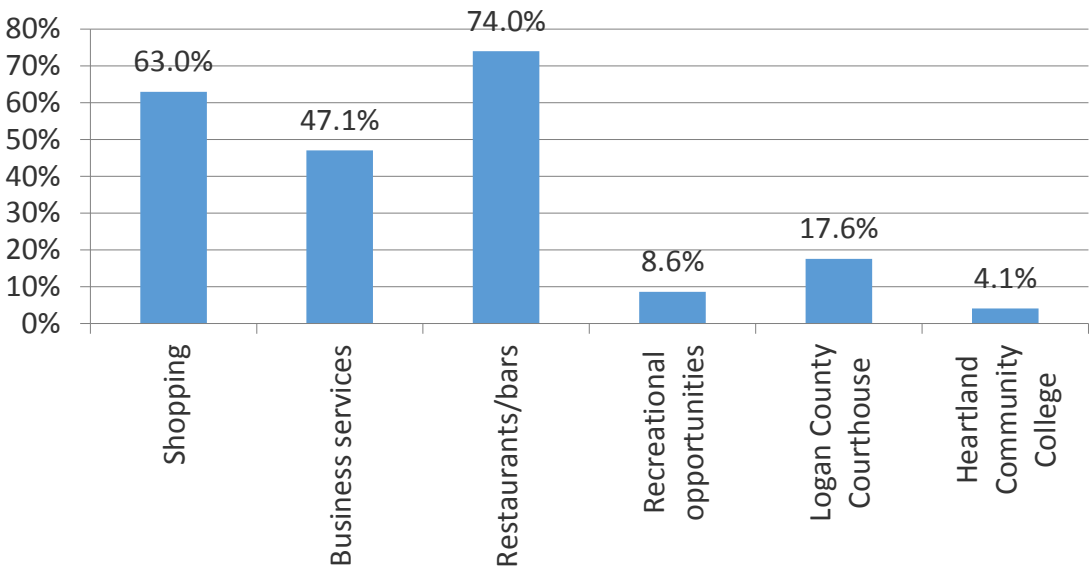


Downtown Lincoln

Q20: How often do you visit downtown Lincoln?



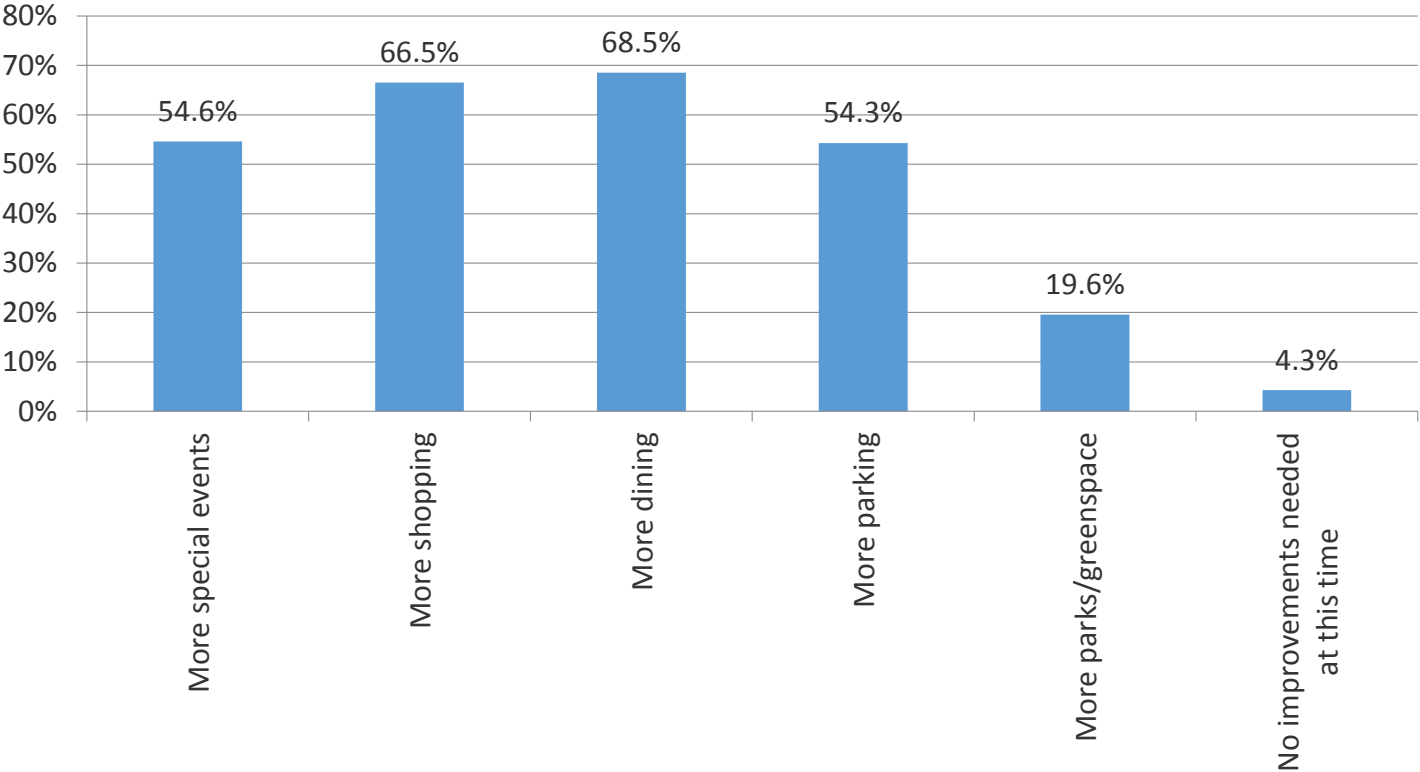
Q21: Why do you visit downtown Lincoln? (Check all that apply)



Q22: How would you rate downtown Lincoln on the following.

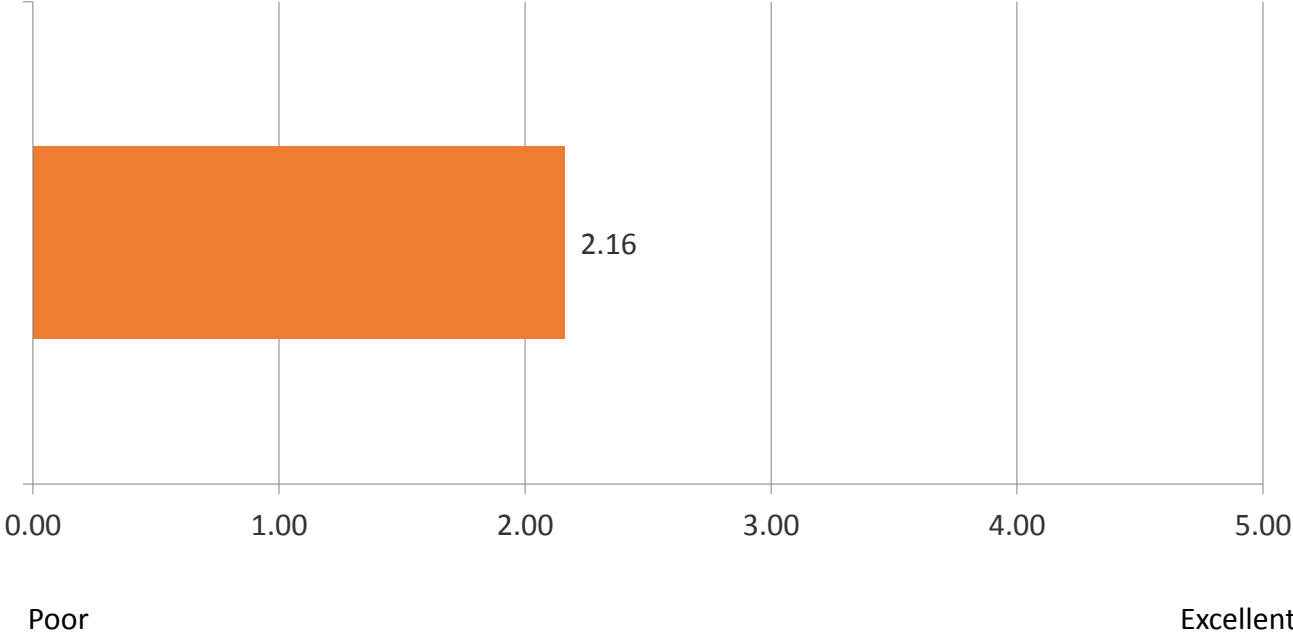


Q23: What improvements would you like to see to downtown Lincoln?

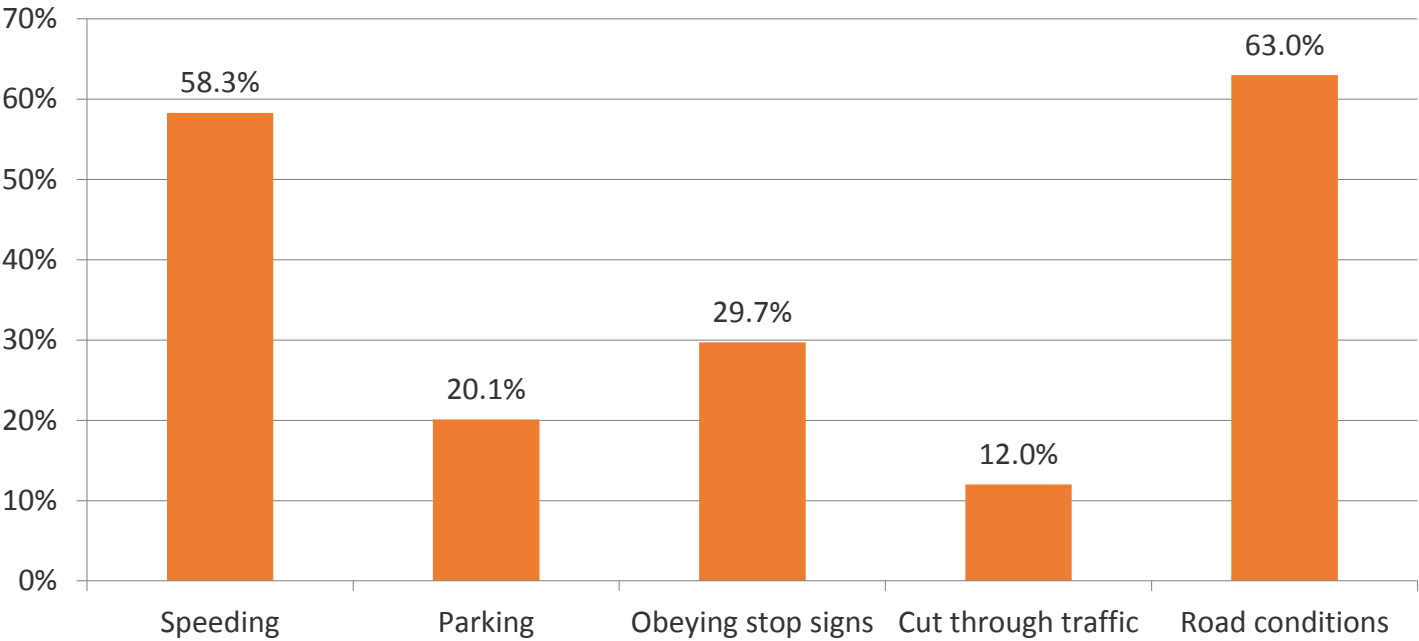


Traffic

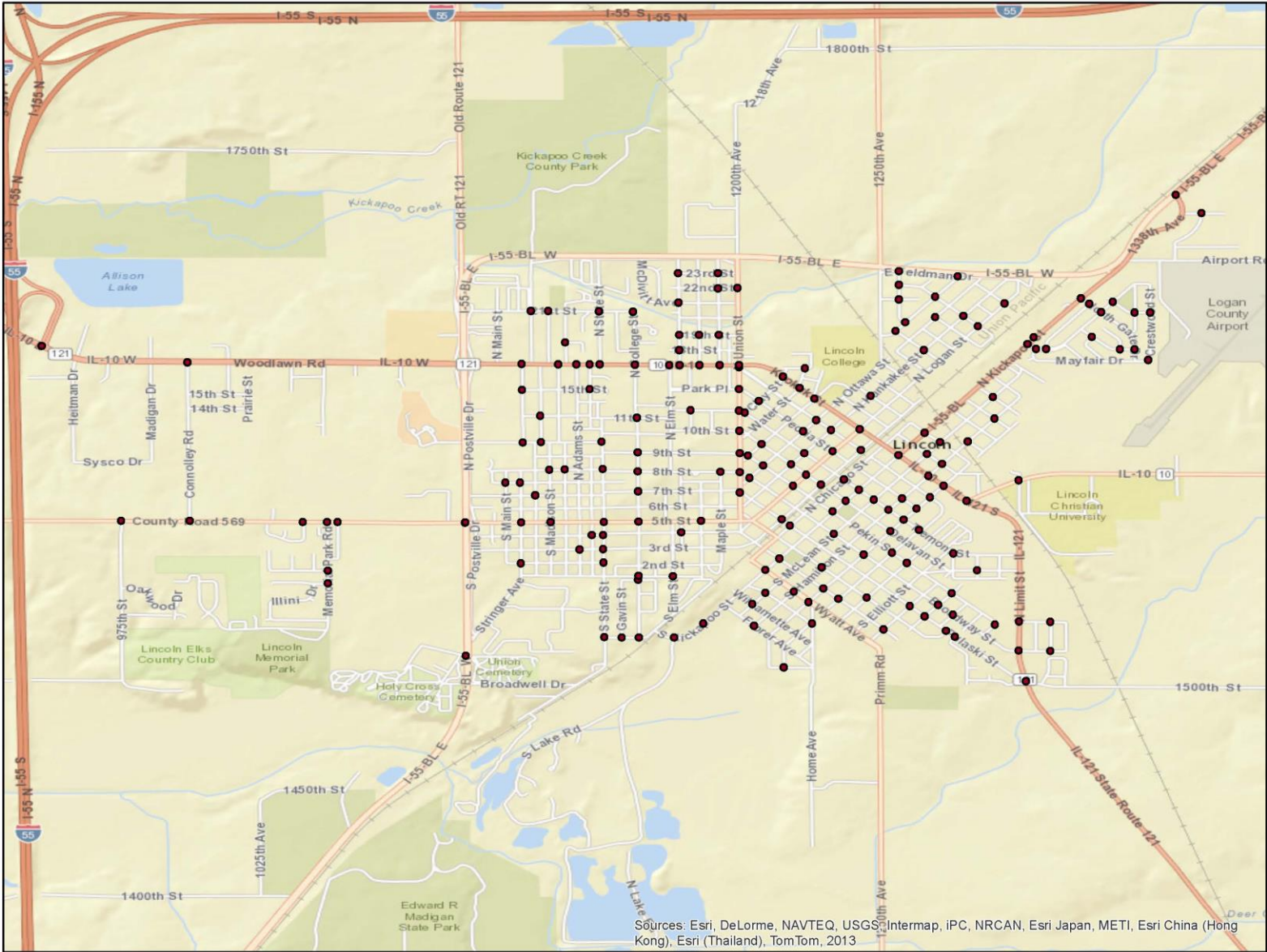
Q24: Please rate the overall quality of the City of Lincoln’s roads.



Q25: Do any of the following traffic issues negatively affect the quality of life within your neighborhood? (Check all that apply)

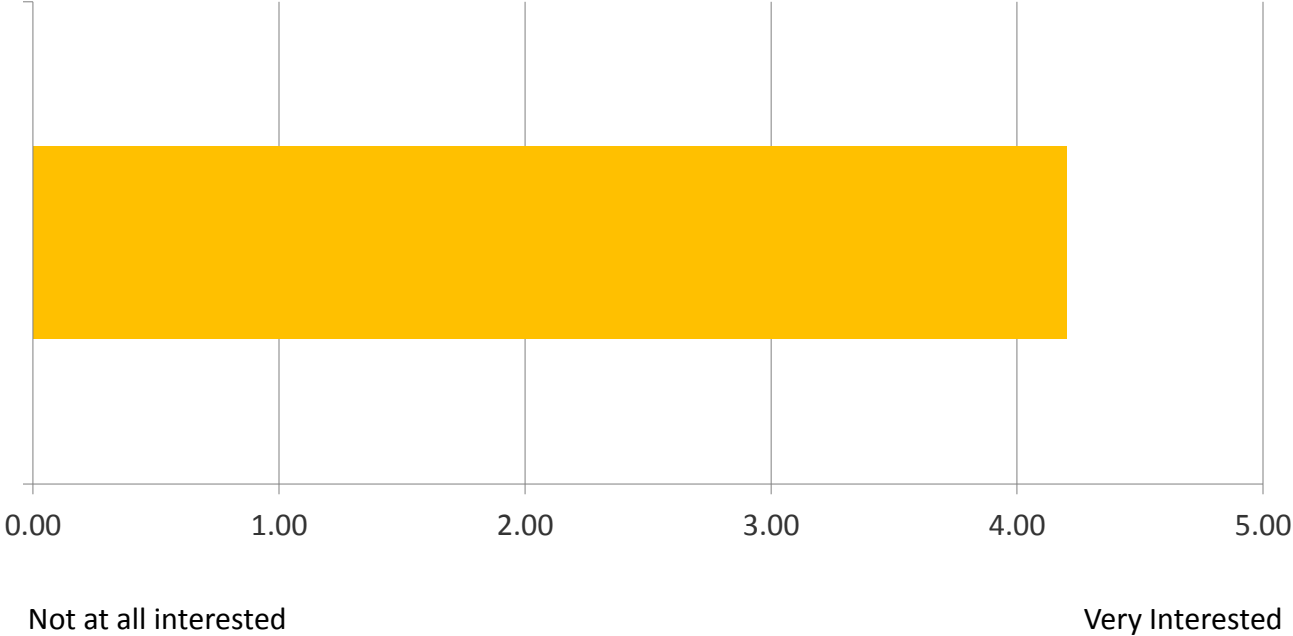


Q26: What is the nearest intersection to where you live?

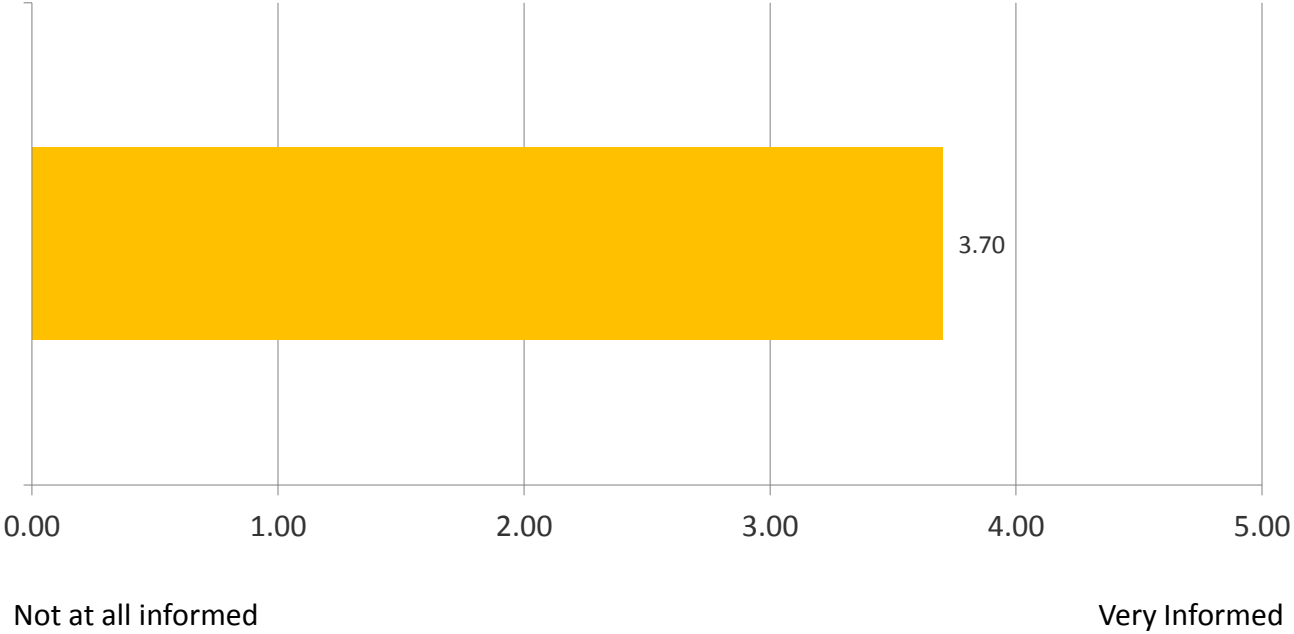


Engagement and Demographics

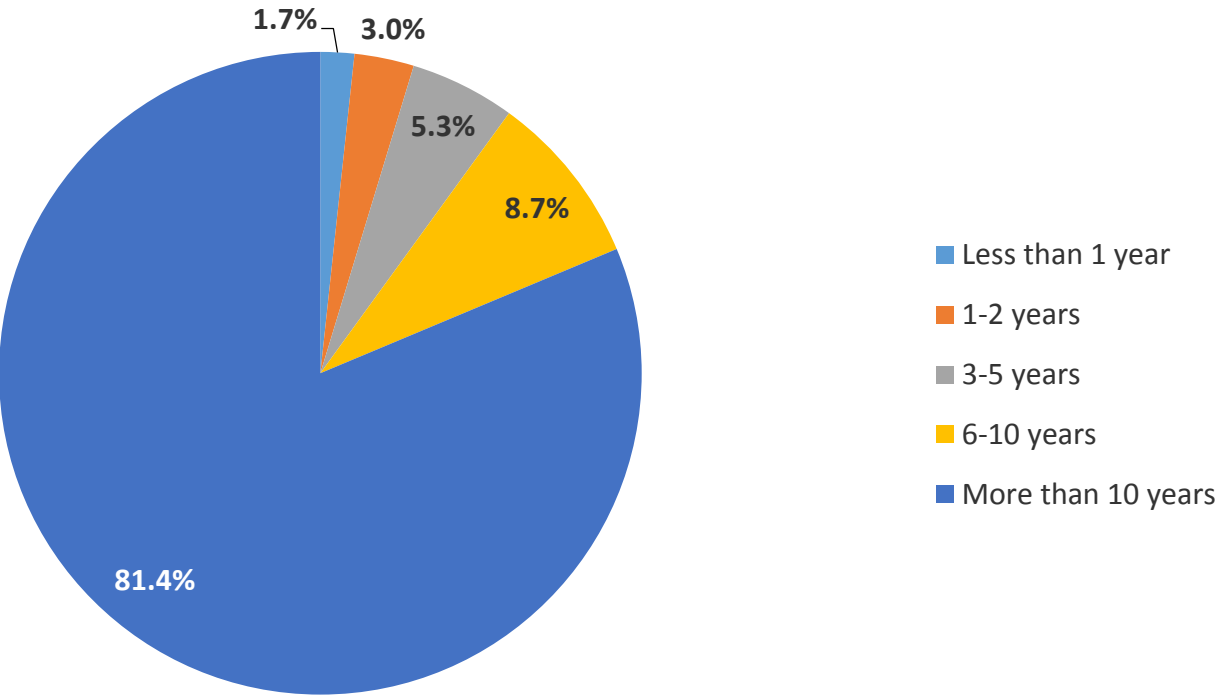
Q27: Overall, how interested are you in City of Lincoln issues?



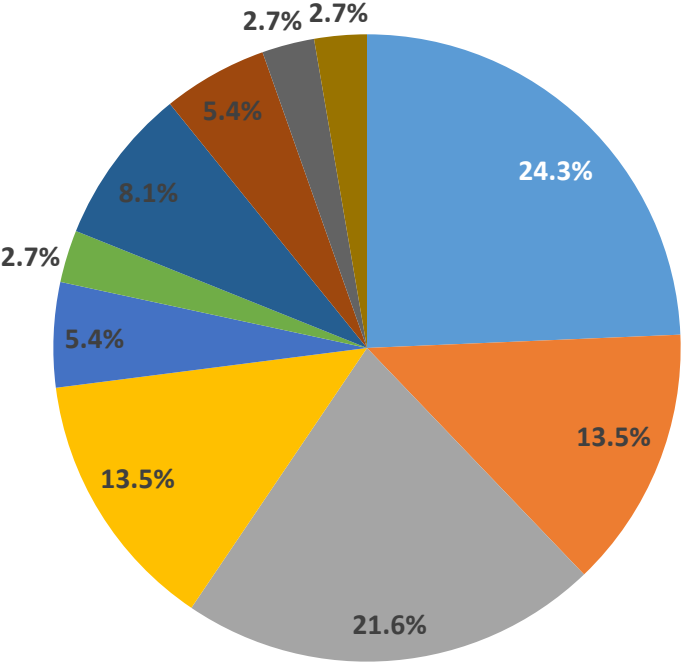
Q28: How well-informed are you about issues in the City of Lincoln?



Q29: How many years have you lived in City of Lincoln?

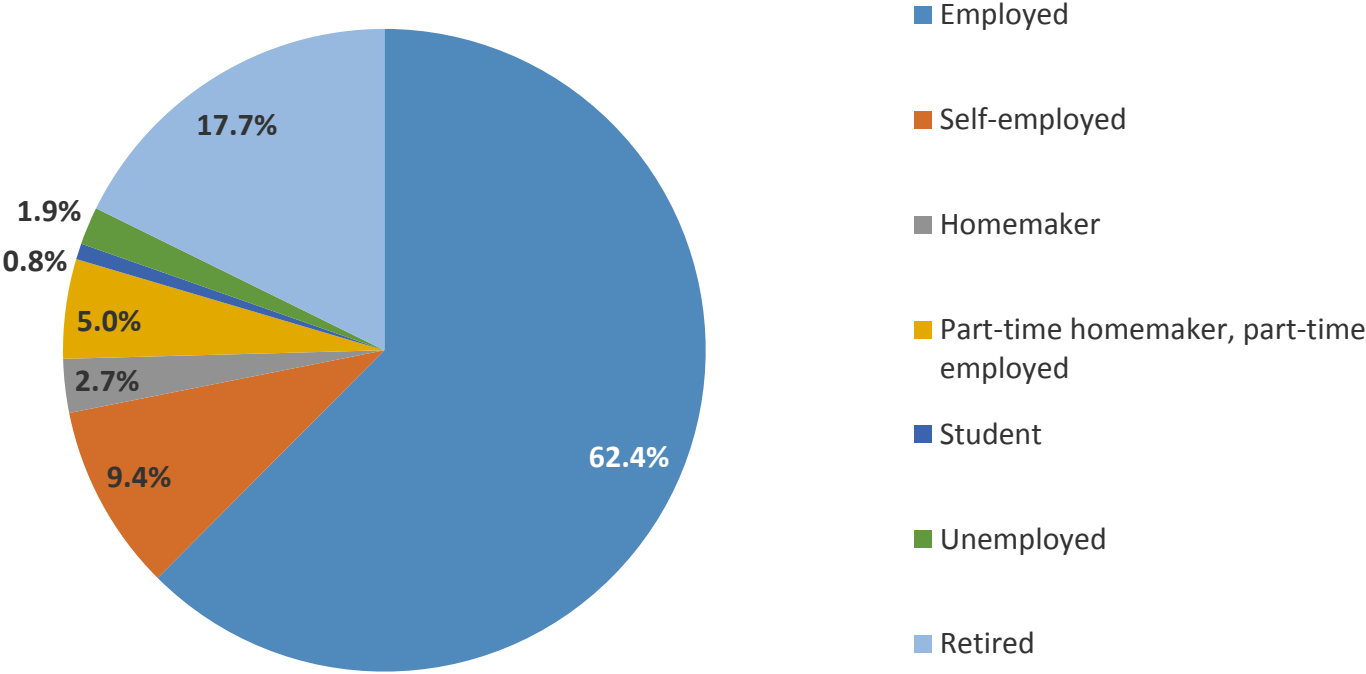


Q 30: If less than 5 years, where did you live previously? (City and State)

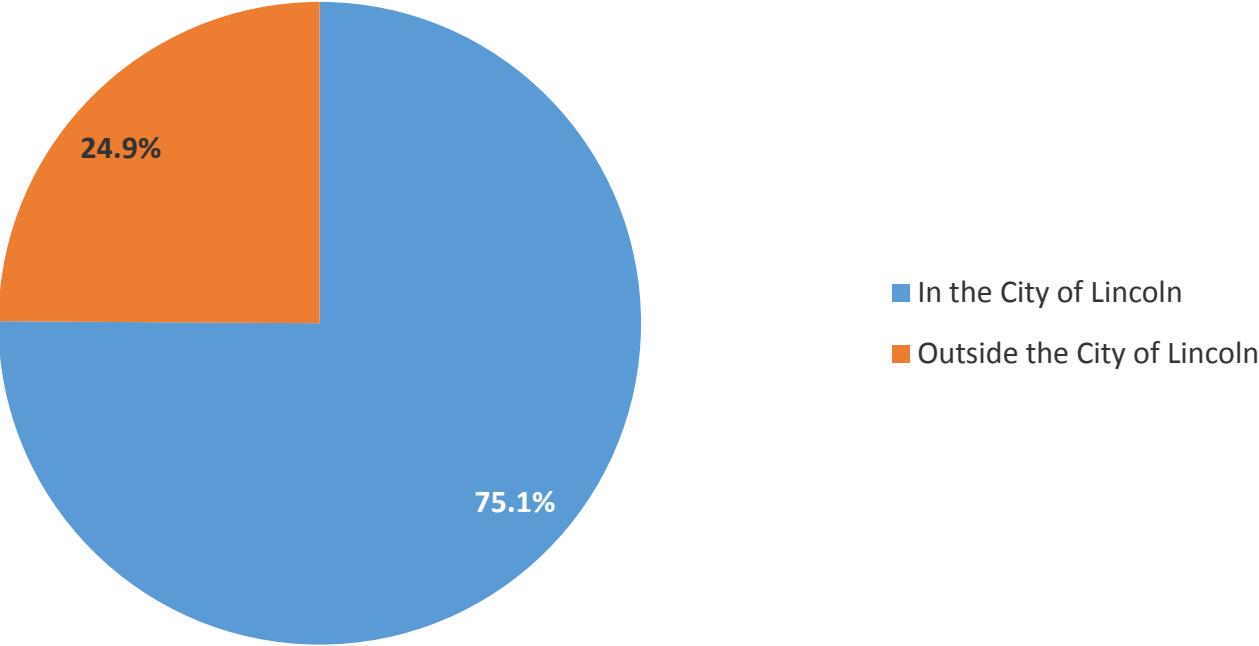


- Out of state
- Bloomington
- Chicago and suburbs
- Just outside of Lincoln
- Decatur, IL
- Champaign IL
- Springfield
- Metro St. Louis
- Quincy, IL
- Macomb, IL

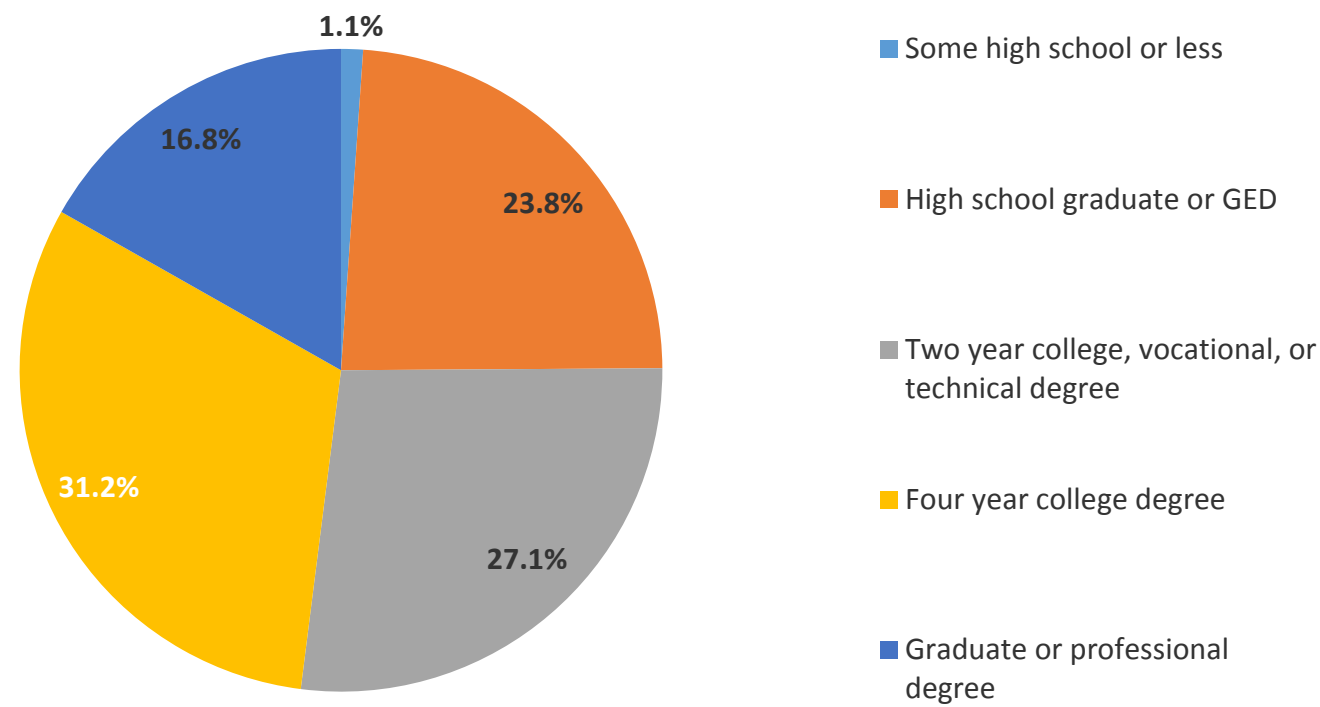
Q31: What is your current employment status?



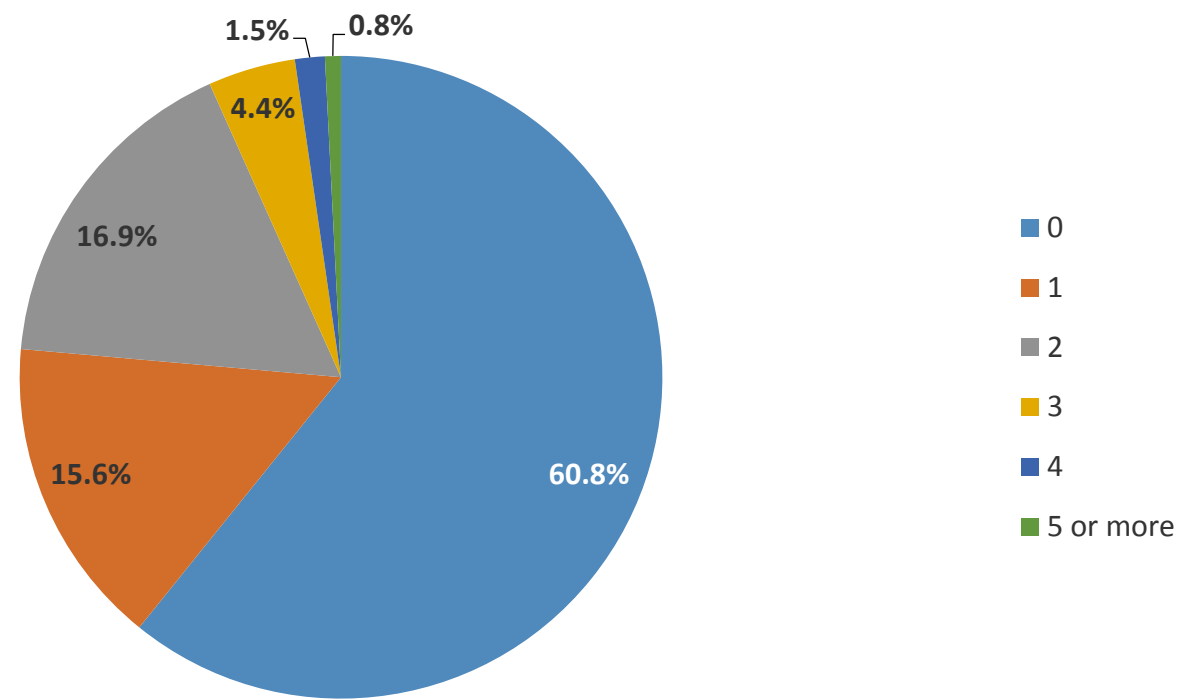
Q32: If employed please indicate where you currently work.



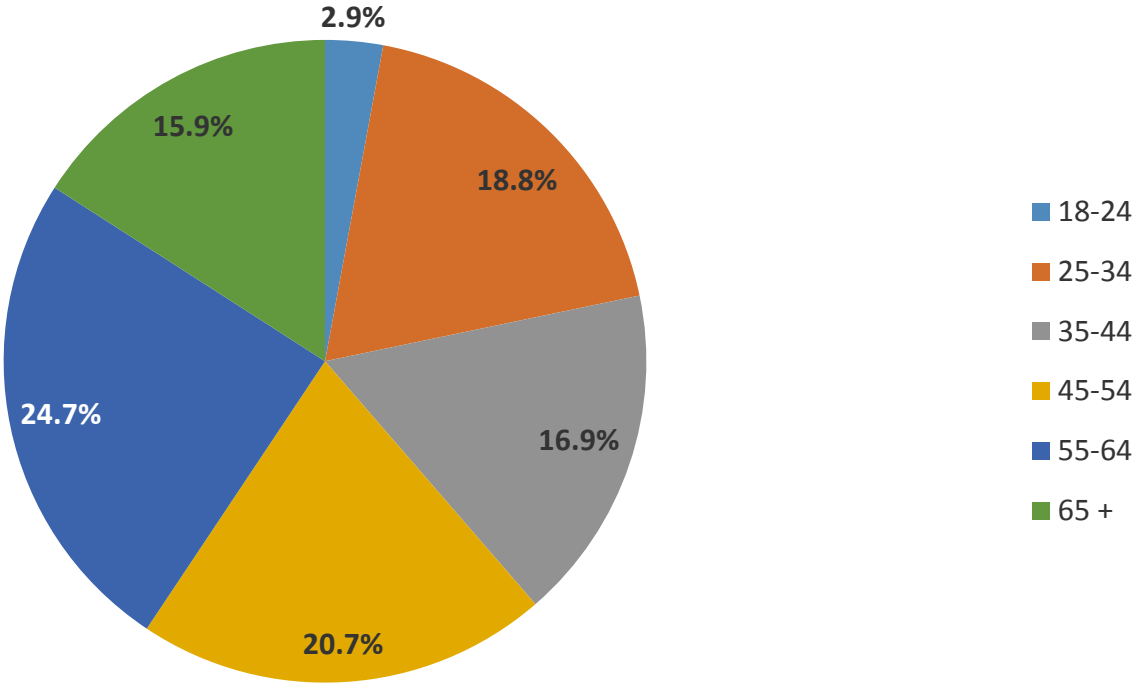
Q33: What is the highest level of education you have completed?



Q34: How many children under the age of 18 live in your household?



Q35: What is your age group?



Q36: What is your gender?

